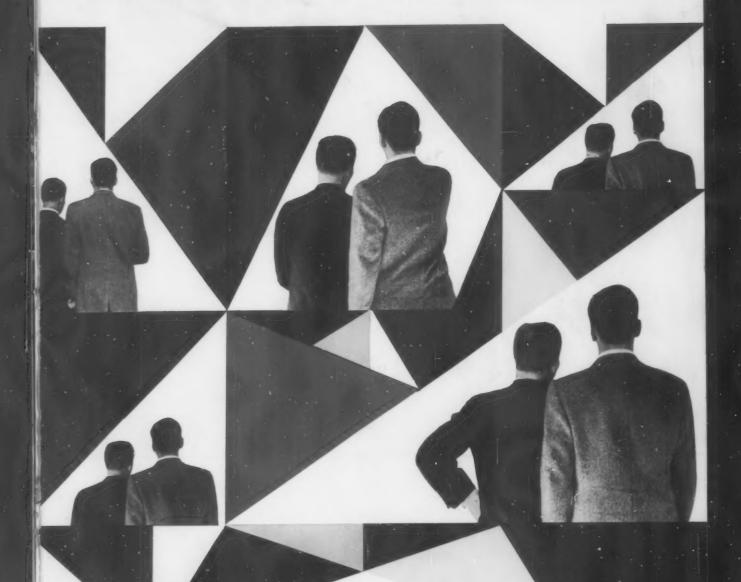
## MODERN PACKAGING



### **MARCH 1957**

The people of packaging turn to Chicago for the pageant of progress that is a National Packaging Show

COMPLETE CONTENTS p. 2



Illustration Courtesy of PHILIP MORRIS INCORPORATED

### 9 adhesives protect a cigarette's fine taste

Few people know how freshness - factory freshness is preserved in making, packaging and shipping their favorite cigarette.

Adhesives (1) seal cigarette paper, (2) attach cork and filter tips, (3) laminate foil and paper linings, (4) seal paper packs, (5) attach revenue stamps, (6) seal cellophane wraps, (7) form and seal cartons, (8) close shipping cases, (9) attach shipping labels.

These 9 adhesives, which are made from resin, starch, dextrine and casein bases, must fulfill many requirements. They're colorless, tasteless, nontoxic, moisture resistant, nonstaining, heat sealing, high speed, and capable of bonding a wide range of surfaces.

National is a major producer of industrial adhesives through chemistry—a result of selective research and development.





## **AEROSOL** SALES UP 592% IN FIVE YEARS\*

\*Source: Chemical Specialties Manufacturers Association survey - 1951 through 1955 (last year for which complete figures are available).



Eastern Division: 100 E. 42nd St., New York 17 Central Division: 135 So. La Salle St., Chicago 3 Pacific Division: Russ Building, San Francisco 4

LET CONTINENTAL'S **EXCLUSIVE LINE OF SIX** DOME-TOP AEROSOLS HELP YOU KEEP PACE WITH THIS GROWING MARKET













Looking for the right package to help you ride the trend to bigger aerosol sales? Then take your pick from Continental's exclusive family of six dome-top aerosols-sized from a dainty 3 oz. right up to a whopping 16 oz.

Whatever your product - insecticide, hair spray, air freshener or other-it's sure to stand out in a dome-top lithographed by Continental's master craftsmen. And, because they let you fill all your container needs with one order, Continental dome-tops can trim your shipping and handling costs. Engineering and research services are available, plus contacts with valve suppliers and commercial fillers, if you wish.

Let Continental's line of six dome-top aerosols start selling for you. Along with a full range of sizes, Continental's expanded production facilities now offer rapid delivery from manufacturing points across the U.S. Call soon.



### MODERN PACKAGING

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## a REDINGTON can help you Cut Cartoning Costs AUTOMATICALLY . . .

### SEVERAL ELEMENTS TO CARTON-OR JUST ONE?

In either case, you can handle your packaging better, faster, and more economically with REDINGTON Automatic Cartoning.

And you needn't be a giant in volume to get the dollars-and-cents benefits which come from taking the "hand" out of "handling" on your packaging line. You'll find REDINGTONS in the plants of big-name and big-volume packagers everywhere, of course; but you'll find many more paying off in steady speed, uniformly good packages and higher efficiency all round, in smaller operations.

Have you investigated—thoroughly—what Automatic packaging might do to improve packaging profits?



We'd like to discuss those possibilities with you. Our engineers can view your particular problems against REDINGTON's background of more than half a century in designing and building better packaging equipment. Write or call us to come in—and ask for our fully illustrated catalog of REDINGTON machines for many interesting packaging applications.



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### MODERN PACKAGING

### **Spring tonic**

Spring is not only the time of baseball, birds and buds; it is also the season when the great field of packaging burgeons with new ideas and discoveries. For 26 years now the Packaging Show and the preview Show Issue of Modern Packaging have provided the media for significant announcements.

The continuing resourcefulness of this field is a matter of astonishment and pride to all concerned with it. Consider a few of the highlights of this Show Issue;

There is the story (p. 161) of victory at last over the immensely complicated problem of mechanizing the assembly and insertion of squeeze-bottle tubes and plugs—breaking the barrier to fully automatic production in this field. There is the achievement (p. 182) of a labeling speed of 240 per minute on a machine designed for 165—handling an odd-shaped bottle, as well.

Designwise, there is striking evidence (p. 147) of a trend toward the styling of corrugated shipping containers to make them as colorful and impressive as the unit package—a story of merchandising progress coupled with technical achievement in printing. There are numerous examples of fresh design techniques to convey the quick, sure story that modern merchandising demands; outstanding is the picture-story label adopted for a line of paints (p. 212) which tells instantly what each variety is for by showing what it's for.

In materials, there is news (p. 170) of the successful introduction of a new kind of cellophane—one which amazingly resists the fogging of frozenfood packages due to condensation of moisture. There are new applications of polyester film, ranging from hot dogs (p. 198) to miliary barriers (p. 225).

There are significant examples of the extension of modern packaging to products seldom considered a part of this field. In this single issue there are stories on the packaging of bricks (p. 200), fertilizer (p. 204) and grease (p. 152).

Methods for maintaining quality are among the prime interests of packagers everywhere today and activity in this field has brought forth two important articles: a study of the system of quality control that has won top honor for Sears, Roebuck packages (p. 173) and a report on an interindustry movement toward standards for polyethylene film (p. 230).

A dynamic field in a dynamic season.

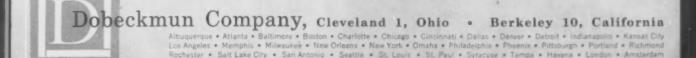
The Editors



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Dobeckmun Durafilm protects that old-time flavor for Kraft quality cheese. Sparkling clear Dobeckmun Durafilm protects the flavor of naturally ripened cheese to the full, yet conveys the impression of flavor to the eye. What's more, this Dobeckmun-designed polyethylene coated cellophane performs smoothly and economically on automatic packaging equipment. If you are marketing products where freshness and flavor are important selling factors, you should look into what Dobeckmun Durafilm, printed or plain, can do for you Check with your local Dobeckmun representative. Or write Dobeckmun direct.



Seattle . St. Louis . St. Paul . Syracuse . Tampa . Havana . London . Amsterdam



NEW, STRING-OPENING SELF-MAILER... This mailing container for Reader's Digest Book Club selections, is a fully-sealed carton employing a unique string opening device, which quickly and easily cuts through the package. The outer plies of board are not cut or scored during manufacture, thus providing full strength protection during shipment.



HARCORD helps American Cyanamid hold down breakage and handling costs in the shipment of samples, both liquid and solid. These sturdy, tailor-made shipping canisters provide a cushioning berth for glass containers.

ELECTRO-PAK is the name for this ship-and-sell canister used by the Arcos Corporation to package welding rods. The sturdy, moisture-proof HARCORD cylinder is the quickest, most economical way to protect these electrodes.



Providing protection against the rigors of the rails and the road is only half the job of industrial packaging. The other equally important half is suiting the container to the particular properties of the product.

Important shippers have discovered that paper canisters are the feasible, low-fare answer even for fragile contents. They know, too, that the HARCORD close-knit, creative organization can do a more individual job in tailoring the shipping shape to precise requirements.

you sell it better, you say it best in Paper Canisters by

### HARCORD

HARCORD MANUFACTURING CO., INC.
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## Short-cut packaging

that cuts costs too ...



Just tape or tie the flexible Ger-Pak liner and you short-cut your protection problems...seal out moisture, dust, contamination. But that's only the start. The tough, chemically inert film protects inner surfaces of the container, practically eliminates costly cleaning—speeds return of your shipping drums. Even more important, Ger-Pak also helps you lower costs by reducing need for heavy, bulky containers—just use light-weight shippers with a Ger-Pak liner.

It's easy to use Ger-Pak plastic liners. The pure, uniform polyethylene film is available in tubing and flat sheeting in most any required widths—unlimited length. Simply use like thin paper, tie with cord, wire, tape or heat seal. Extra advantages are yours with Ger-Pak thin tubing. Just cut to length, heat-seal bottom...insert into container and seal or tie after filling. You short-cut shipping time and work, get a better package. Ger-Pak is highly resistant to acids alkalis and other powdered and liquid materials difficult to package.



### real Southern cooking...



SO LIGHT YOU SERVE IT WITH A SPOON, NEW WASHINGTON SPOON BREAD MIX IS PROTECTED BY TWIN POUCHES OF RIEGEL'S POLY-COATED POUCHPAK\*... PERMITTING HALF OF CONTENTS TO BE SAVED FOR LATER USE. "TM.

Protecting the sales-winning qualities of fine products is only one of the many functions of Riegel papers. Saving money is important, too.

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PR

PRODUCT RESEARCH

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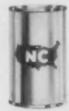


Know how and service... NATIONAL CAN style — based on a thorough knowledge of our business and a personal interest in yours — is yours for the asking. Why not let us survey your needs — you'll see how much more you get from NATIONAL CAN.

RESEARCH DEVELOPMENT NATIONAL CAN

DESIGN

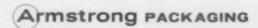
CHICAGO . NEW YORK . SAN FRANCISCO ... PLANTS FROM COAST TO COAST





### A package that keeps on working

This unusual vinegar package gives the customer a special reason for buying the product. The widemouth and ounce graduations tell her at a glance that the container has a valuable re-use. It's an ideal bottle for mixing and storing a variety of household foods. Armstrong packaging specialists will welcome the chance to work closely with your designers in developing a package with similar advantages for your product. Armstrong Cork Company, Lancaster, Pennsylvania.





### mushroom sales mushroom!

Selling dried mushrooms-on-a-string is antiquated merchandising. Today, as these exotic, imported morsels come off the boat, KIRSCH MUSHROOM COMPANY of New York, packs them in crystal-clear *Tri-State* rigid plastic containers. These tight-lidded boxes display the mushrooms, treasure the flavor, protect the aromatic contents from dust, moisture, fingering.

The rebirth of the dried mushroom is typical of what has happened to so many products that have switched to Tri-State rigid plastic containers. This modern, crystal-clear, appetizing packaging is designed for self-service, added sales, and for breaking into new distribution channels. Look into Tri-State. Whether your product be edible, mechanical, mineral, or merchandiseable, it will be more saleable in Tri-State packaging.



Tri-State Box No. 10
Diameter: 3-1/16" x 1-15/16"
deep. One of a huge variety
of stock sizes and shapes, or we
will mold large quantities
to your specifications.

BOOTH 611 . . . National Packaging Exposition

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# TICK-TO-ITIVENESS!

has more than ever...protected at less cost by

### REYNOLDS WRAP ALUMINUM PACKAGING

Everybody knows the stick-to-it quality of Minnesota Mining and Manufacturing Company's famous "Scotch" Brand Tape. Now this quality is protected more than ever by Reynolds Wrap Aluminum Packaging.

The new aluminum foil overwrap protects the contents against moisture absorption and against drying out—twin enemies of adhesives. It also protects against air, light rays and odors. And never has the famous plaid design of the "Scotch" Brand appeared so brilliantly as in the alternation of transparent and opaque inks on aluminum foil!

See what this combination of protection and eye-appeal can do for your product. Call the nearest Reynolds sales office (all principal cities). Or write to QUALITY

Reynolds Metals Company,

General Sales Office, Louisville 1, Kv.

ALUMINUM PACKAGING

"The term "Seatch" and the plaid design are registered trademarks of Minnesola Mining and Mfg. Co.

### THE SEAL MOST WOMEN KNOW ... AND KNOWING WOMEN LOOK FOR!

44-city survey, nation-wide, shows 72.5% of women respondents could identify the Reynolds Wrap Aluminum Packaging Seal...and 59.2% of these women prefer food products that carry it! Powerfully promoted by national magazines, by weekly examples on network TV, by dramatic point-of-sale displays.

See "CIRCUS BOY", Reynolds great dramatic adventure series, Sundays, NBC-TV Network.

REYNOLDS 2 ALUMIN



PRODUCT OF BESEARCH

MINNESOTA MINING AND MANUFACTURING COMPANY

"NEW IMPROVED PACKAGE"

for another famous-brand product!
REYNOLDS WRAP
ALUMINUM PACKAGING



## Gibbs

is your next move\* in Rigid Plastic

The half-gallon and 16 oz. containers you see here are Gibbs versions of two popular containers used by the food and dairy industries. Precision molded of hi-impact polystyrene, these rigid plastic packages are virtually unbreakable. They won't warp in deep freeze or scalding dishwater. No floppy sides to squeeze or spill... engineered for liquids, soft solids, ice cream, peanuts or pickles. Snug lids keep the products fresh and free from contamination.

Complete automation by Gibbs makes possible faster production of these better boxes . . . at lower cost. Makes it possible for every product to enjoy the self-service features of this superior rigid plastic packaging.

\*Get the Gibbs quote on these illustrated containers: Or ask our packaging designers to design the right rigid plastic box for your product . . . within your packaging budget.

BOOTH 658

National Packaging Exposition



ibbs Rigid Plastic Boxes Costs Less

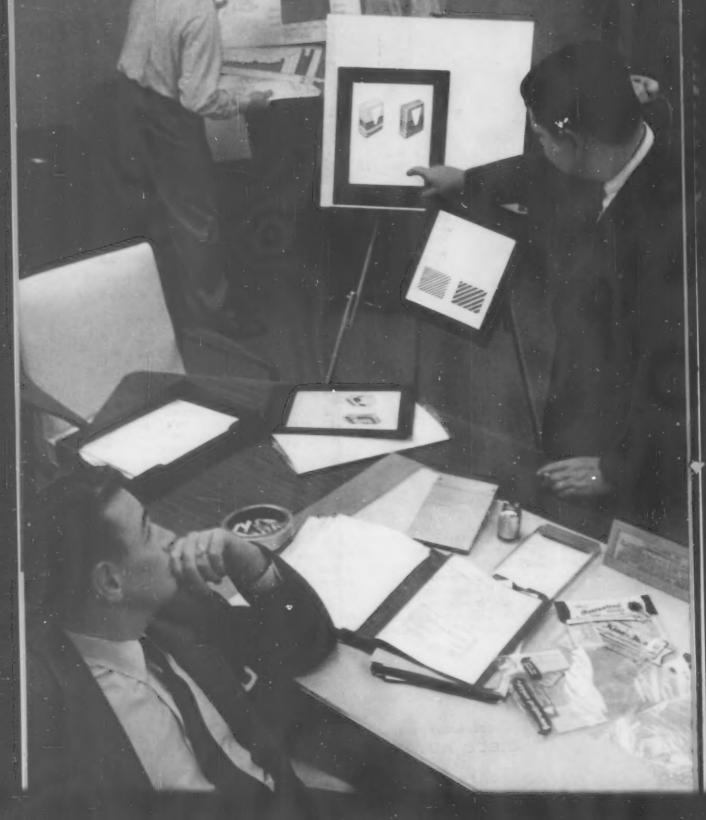
For quick service, quality boxes, low quotes, call or write:

GIBBS AUTOMATIC MOULDING CORPORATION

Henderson 3, Kentucky . Telephone: Henderson 9573

"The packaging decisions . . most beautifully timed . . . are those made because someone has looked ahead."

Your packaging committee:



### the pay-off is in timing

Too many packaging groups meet only to consider a sales or production problem already upon them.

They react quickly to a shift in sales standings, the spur of a competitor's new packaging, a sudden increase in breakage or spoilage, or some similarly specific problem.

Top management may consider even more important another committee function: anticipating packaging opportunities which can give your company a further competitive edge.

### Get the jump

The packaging decisions which are most beautifully timed for sales results are those taken because someone has looked ahead.

How long, for example, has it been since you have looked at your package design: . for visibility, identification, sales appeal? Have you considered the package modernization appropriate to new uses, new markets, new outlets for your product? Have you actively investigated smaller "convenience" units — or larger "family" sizes? How about multiple-unit packages? Or containers with new consumer-utility features?

These are some of the ways in which your packaging committee can make major contributions to profits.

### Keep open-minded

When a packaging salesman comes, up with a good creative idea, perhaps it can be worth more to you than to him. Give him the opportunity to present his case to your committee.

In reverse, when you are looking for a good answer to a given packaging problem, don't hesitate to ask your supplier to sit in. His broad experience may provide the necessary solution without extensive trial-and-error research on your part.

Lassiter has had the privilege of working at management levels with many distinguished companies. Our Package Evaluator may help you to see your package as your customer sees it... we'll send it on request.

### LASSITER

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Designers and Manufacturers of Packaging in:
Cellophane Polyethylene Acetate Paperboard
Mylar Foil Laminations Vitatilm Paper

### Persuasive Packaging

### Ocean Spray's newest

Like the turkey it complements, the cranberry now knows no season. The National Cranberry Asso-

ciation, Hanson,
Mass.. has done
an outstanding
job of selling its
product in liquid,
jellied, canned
and fresh-pacs
through practically every food
outlet...is now
using a new



transparent one-pound cellophane bag for whole, fresh cranberries. Bright color and smart styling distinguish the Lassiter-produced package.

### Hanes now packaging complete line of children's wear

Long known as a leader in the men's underwear field, P. H. Hanes Knitting Company, Winsto Salem, N. C. r cently launched an infant's and children's apparel line, completely packaged.



The four-color cellophane packages were made by Lassiter.

### Popeye sells produce

New produce packaging program offered by Lassiter is now avail-

able nationally to all packers and shippers. The POPEYE brand name is a powerful sales booster for all produce items...more so when tied-in with local POPEYE TV show. Packaged pro-



motional program by Lassiter is offered on territorial-exclusive basis.

# Solve your packaging problems ways at once with PAPER bags by merican!



Step up sales!



Trouble-free automatic packing!



Cut Costs!



Protect Quality!

STIMULATE SALES WITH ABP! ABP Paper Bags' colorful, imaginative styling encourages impulse buying and profitable repeat sales, even on crowded supermarket shelves! You can depend on ABP for faultless reproduction of art, photograph's and typography every time!

ENJOY S-M-O-O-T-H-E-R HIGH SPEED PACKAGING! ABP Bags are dimensionally accurate; hold their shape through longest production runs! Kard-O-Pak's stand up design makes for trouble-free filling and easy sealing on Fry, Benco, Consolidated and other high speed automatic equipment.

CUT PACKING AND SHIPPING COSTS WITH ABP! ABP Bags are economical; they bring substantial savings both in initial purchase price and in distribution costs, compared to rigid containers. Handling is easier, too, and ABP Bags stack neatly in areas where space is at a premium.

PROTECT PRODUCT QUALITY WITH ABP! Special pliofilm, polyethylene or other heat-sealable liners are available to seal out air, moisture, grease and oil. ABP Bags' quality construction protects your product during shipment, holds sharp-edged, abrasive products securely without tearing.

ABP Paper Bags have brought these and other advantages to scores of different products granular, solid and powdered—edible and nonedible. Get the complete story by sending for the ABP folder.

> Find out about Kard-O-Pak's stand-up design

and other advantages by writing for ABP's free, colorful folder.



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### SPECIFY MORE THAN "SATISFACTION"

SPECIFY

## **ARENCO**

Planned ahead for modern needs . . . in design, materials and craftsmanship — and for operational convenience!

Arenco's policy has always been to go beyond minimum requirements — to give you the extra value that assures dependability and surpasses "satisfaction".



Model GAM BOTTLE OR JAR FILLING MACHINE. For up to 1 quart sizes. Suitable for marmalade, apple sauce, mayonnaise, mustard, paint, varnish, oil and similar products. Output 1,200-1,500 containers per hour.



It means painstaking engineering, the use of finer materials . . . always more rigid quality control. That policy has proved successful because users know and appreciate the extra value that Arenco filling and sealing equipment provides.

It costs no more to specify Arenco – it does mean a finer, more reliable piece of equipment.

We'll be pleased to tell you about our complete line— and help solve any filling problem you may have. Write today for complete information.



Model VUV Fully Automatic BAG FILLING AND SEALING MACHINE. For SOS bags — 1/2 to 5-

pound sizes — ideal for coffee, flour, cereals and like bulk materials. Includes weighing unit. Output 1,200-2,000 bags per hour, triple folded and tape sealed.



Mylothene...the toughest member of the Ches-Laminate family of functional packaging films. Mylothene, a direct fusion lamination of DuPont's Mylar\*—the strongest plastic film ever made—plus polyethylene without adhesives or binding agents. Result—a versatile, heavy-duty, packaging film with glittering brilliance and printability.

**STRONG:** Mylothene is TOUGH...the ideal packaging film with resistance fused in to withstand rough handling without tearing. Shelf life and saleability are unlimited.

**CLEAR:** Mylothene is a glistening showcase for your product. Brilliantly transparent and sparkling clear—it prints easily in one or more colors on standard equipment.

**TEMPERATURE RESISTANT:** Mylothene remains stable even when subjected to temperature extremes created by flash freezing and boiling water.

**MACHINABLE:** Mylothene is adaptable to standard semiautomatic, automatic or heat-sealable packaging equipment for bags, pouches, overwraps, envelopes, windows.

## Mylothene

PRECISION EXTRUSION OF DU PONT MYLAR/POLYETHYLENE

### THERE'S A CHES-LAMINATE FOR EVERY PACKAGING NEED:

CELLOTHENE: Precision extrusion of Cellophane/Polyothylene

CHESLAM KB: Polyethylene Coated Kraft Bleached

CHESLAM KN: Polyethylene Coated Kraft Natural

CHESWRAP: Polyethylene Coated Sulphites (Bleeched)

CHESROYALE POUCH: Polyethylene Coated Pouch Paper (Bleached SC)

CHESOPAQUE: Polyethylene Coated Glassine Opaque

CHESKLEER: Polyethylene Coated Glassine (Supe: Transparent)

CHESLAM VP: Polyethylene Coated Vegetable Parchment

CHESFOIL: Polyethylene Coated Foil Laminated to any

### See CHESLAM at the

### NATIONAL PACKAGING EXPOSITION

Booths 1075, 1083, 1089, 1095

April 8-11 International Amphitheatre, Chicago

•Mylar DuPont registered T.M.

CHESLAM CORPORATION 684 Nepperhan Avenue, Yonkers 2, New York • YOnkers 8-6500

A Division of Chester Packaging Products Corp. . A Subsidiary of St. Rogis Paper Company

### Clear protection for your products





These products are "skin packaged" in Flex-O-Film B, a plastic sheeting made by Flex-O-Glass, Inc., Chicago S1, Ill., from Tenite Butyrate. Eversharp-Schick rozors made by Eversharp, Inc., New York City. Pinking shears made by Town House Products Co., Inc., Chicago 12, Ill.

You may not be able to have your cake and eat it too, but you can protect your products and display them clearly at the same time. Modern "skin packaging," using sheeting extruded of tough Tenite Butyrate plastic, does the trick.

Virtually invisible, the sheeting conforms to the contours of your product and holds it securely to the cardboard backing which carries your sales message. It shows the product clearly, yet protects it from dirt and scratches. By means of skin packaging, you can also enclose several items together, for combination offers and special promotions.

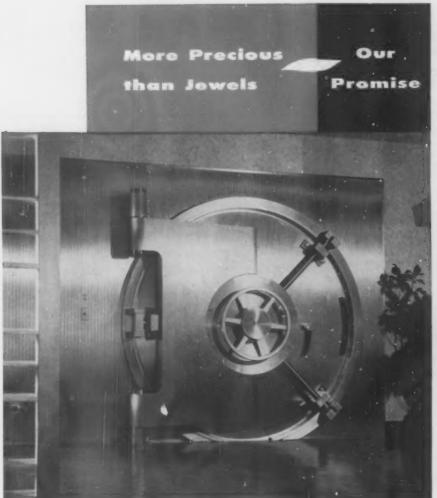
This is just one packaging application of versatile Tenite Butyrate. Sheeting and tubes of this Eastman plastic are used to contain and display everything from nuts and bolts to ball point pens. Butyrate can be injection molded, or extruded and formed, into just about any shape imaginable. It is available in all colors, as well as in clear transparent.

To find out how Tenite plastic can help solve your packaging problems, write for more information to: EASTMAN CHEMICAL PRODUCTS, INC., a subsidiary of Eastman Kodak Company, KINGSPORT, TENNESSEE.

Information regarding Tenite also can be obtained from local representatives listed under "Plastics—Tenite" in the classified telephone directories of the following cities: Atlanta, Chicago, Cleveland, Dayton, Detroit, Houston, Kansas City, Leominster, (Mass.), Los Angeles, New York City, Portland (Ore.), Rochester (M. Y.), St. Louis, San Francisco, Seattle and Toronto—elsewhere throughout the world, from Eastman Kodak Company affiliates and distributors.

1932 - EASTMAN'S 25TH YEAR IN PLASTICS - 1957





Mosler Vault in Texas National Bank Houston

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In the new bleach board mill at Crossett we have invested many millions in the finest production equipment anywhere. Yet the price of mere buildings and machines can never approach the value we attach to our reputation for keeping our promise.

### What is the promise?

We promise machine time to each customer to produce his established needs in all markets. We know we can *keep* the promise because as an independent mill we are masters of our own destiny. No user of Crossett Board has a higher priority than our smallest regular customer.

Would you like to know more?



A Division of The Crossett Company Crossett, Arkansas

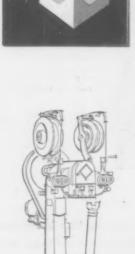


### CLOSURE IDEA BULLETIN



For Users of Fibreboard Boxes





The box closure handbook, "A Guide To Better Closures", discusses the common box closure methods in a factual, easy-to-read sequence. This new handbook provides a background for making basic decisions on box closure methods. Send for your free copy today.

Large volume shippers who use stitched fibreboard boxes are discovering additional economies through the use of dual head box stitchers. These machines increase box closure production from 25% to 50% per man hour compared with single head machines. Three different types of Acme Steel box stitchers are now available with dual stitching heads. The dual heads drive twin stitches, side by side. Wire is drawn from two separate coils, cut, formed, driven and clinched simultaneously. One dual head machine is the posttype stitcher used for closing the bottoms of slotted boxes. The dual head, arm-type stitcher is used for fastening the sides and ends together on telescope or folding boxes.

Another dual head machine is the new Model H20AY developed especially for the beverage industry. This stitcher speeds assembly of three-piece beverage containers by driving two stitches at a time on a double unit straight arm.

Box closure problems which look difficult to you may be routine to the Acme Idea Man. He will be able to draw on the 75 years Acme Steel Company has worked with wire stitching as well as his own intensive experience.

Call for his help today. Write to Dept. MDW-37, Acme Steel Products Division, Acme Steel Company, Chicago 27, Illinois.



## FORSMAN



Our new vibrant colors combined with our recently discovered luminous **BRONZSHEEN** will give your packages an exciting new and fresh appearance with a richness that will command attention and help to sell your product. We have new ideas for your packages that will be supplied by FORSMAN'S creative staff of artists.



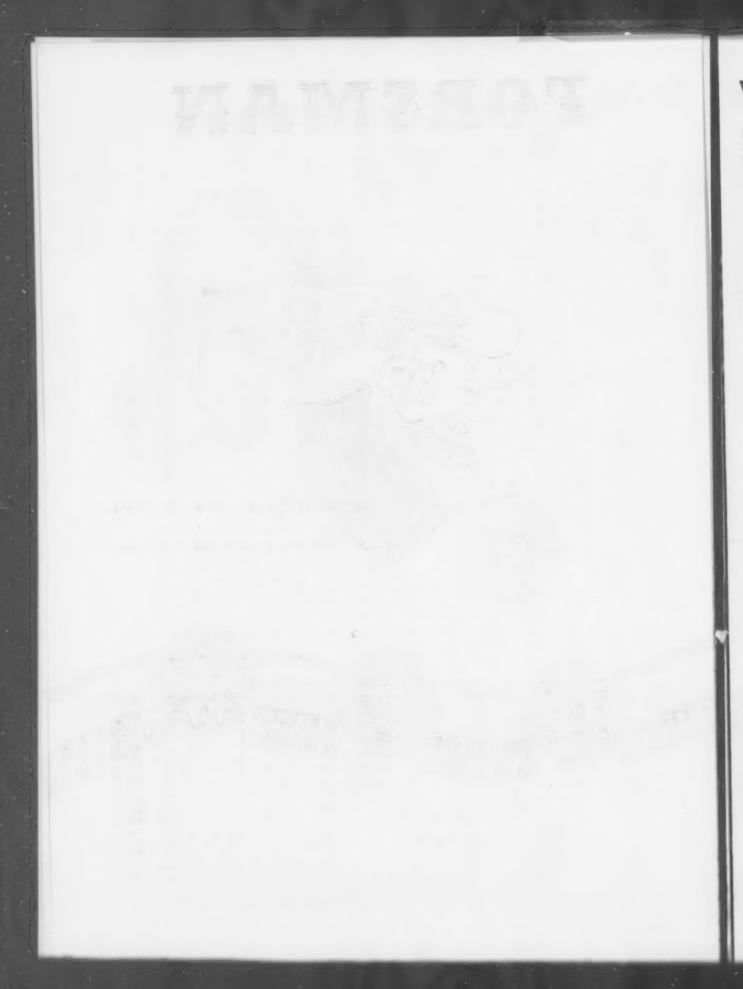


Fordman FOR PACKAGING

C. H. FORSMAN COMPANY

318 WEST THIRTY NINTH STREET • NEW YORK 18, N. Y. THE STANDARD OF FINE COLOR PRINTING SINCE 1899

What we say here will be forgotten—what we reproduce, we trust will leave a lasting impression with you.



### Wish it were GREEN?



COTCH

SCOTCH

See you at the Packaging Show... Booth 1025

### Look what you can do with it!



SEAL cartons, packages with "SCOTCH" Cellophane Tape. Tape holds firmly; colors let you decorate or "code" contents. Automatic dispensers can package at production-line speeds.



OFFER premiums, special prices with printed tape labels applied right to container. "Scotch" Brand Cellophane Tape can be applied automatically; colors make labels stand out.



SELL at point-of-sale with printed "SCOTCH" Brand Cellophane Tapes. Slogans, trademarks, or special offers are easily affixed by salemen. Tape sticks at a touch ... stays on.



SEND for free folder illustrating dozens of other ways you can use "Scotch" Brand Cellophane Tapes in your plant, office, or on your products. Write on your Letterhead to Dept. EA-37.

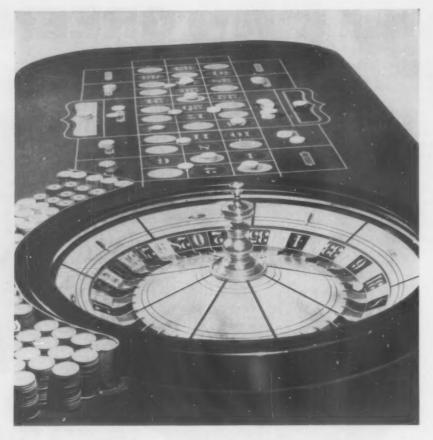
The term "SCOTCH" is a registered trademark of Minnesota Mining and Manufacturing Co., St. Paul 6, Minnesota. Export Sales Office: 99 Park Ave., New York 16, N. Y. In Canada: P.O. Box 797, London, Ontario. @ 3M Co., 1955





Your Identity Stick

### DON'T **TRUST** LUCK



### Rely on Bingham's experience with adhesives

- \* all types of flexible glues
- \* folding box glue
- \* tightwrap glue

You can't develop an effective adhesive with hit-or-miss testing. There are too many elements involved.

Drawing on years of research and experience, Bingham carefully selects and blends the proper ingredients—the glues, plasticizers, water, preservatives, defoamers, tackifiers, colors, and perfumes found in most adhesives.

Throughout the packaging and graphic arts industries, companies rely on Bingham for all types of flexible, pressroom, folding box, and tightwrap glues.

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The only 131 year old manufacturer of printing press

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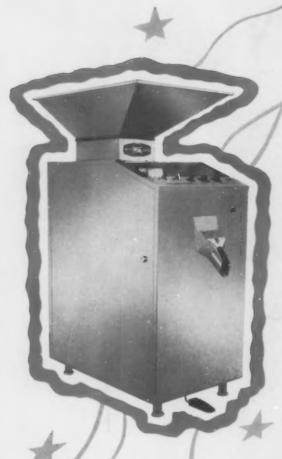
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PREMIER SHOWING
PACKAGING EXPOSITION
CHICAGO APRIL 8-11

## announcing

## WRIGHT JUNIOR WEIGHER

Wright presents the new Junior Weigher for manufacturers who package a variety of products. Only minutes are required to change-over from one product, size or package to another.

A "junior" in price alone, this sturdy machine automatically weighs and fills free-flowing, dry products in bags, boxes, jars, or cans at speeds up to 20 per minute.

Range is one-half to 16 ounces. Weighing accuracies are superior to those provided by any other multiple purpose weigher within its price range.

Stainless steel cabinet.

Bulk and dribble vibratory feed.

Change-over features include interchangeable weigh buckets, interchangeable snap-on discharge spouts, and easily manipulated front control panel.

Write today for detailed literature.

### WRIGHT MACHINERY

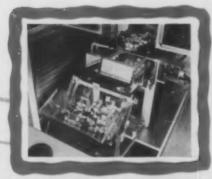
ESTABLISHED 1883 - DURHAM, NORTH CAROLINA SUBSIDIARY OF SPERRY RAND CORPORATION

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Flexible weigh bucket of DuPont's Mylar is provided for handling fragile products, aluminum bucket for other products. Note dribble and bulk feed.



### COMPLETE PACKAGED MACHINE

Combining in one unit, in engineered balance, two famous units—The Egan Extruder and the Egan Laminator. Planned for your current—or expanding—production, available in varying sizes—from 24" Pilot Plant Size to 96", 1000 feet per minute continuous operation. Machines are capable of coating on paper and paperboard, cellophane, foil, glassine and cloth.



30 Egan machines now in operation.

Egan machines under construction.

Approximately 75% of all polyethylene laminating machines now in operation anywhere in the world are Egan Equipment.



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Designers and Builders of Machinery for the Paper Converting and Plastics Industries
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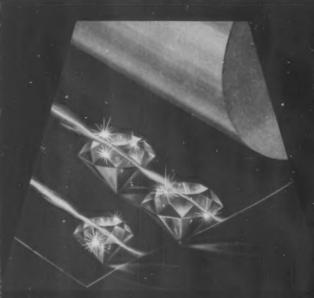
MEXICO, D. F. - M. H. Gattfried, Avenida 16 De Septiembre, No. 10.

Licensees: GREAT BRITAIN — Bone Bros. Ltd., Wembley, Middlesex. FRANCE—Achard-Picard, Remy & Cie, 36 Rue d'Enghien Xe, Paris. ITALY — Emanuel & Ing. Leo Campagnano, Via Borromei 1 B/7, Milano.

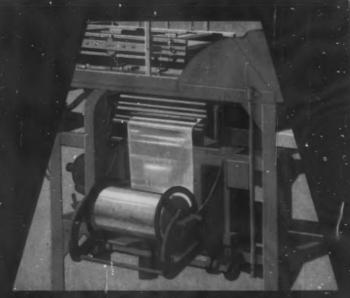
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# You get four major advantages in one packaging material with AVISCO, cellophane



SPARKLING CLARITY. Cloudless as a flashing diamond, AVISCO cellophane serves as a brilliant showcase for your product.



TOP MACHINE PERFORMANCE. AVISCO cellophane is static-free smooth, sprints deftly through the most complicated machinery.



MATCHLESS PRINTABILITY. A special sort of elegance is born when ink meets AVISCO cellophane, for nothing prints more beautifully.

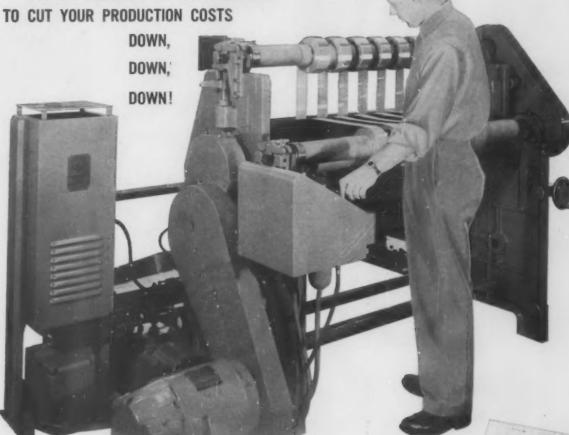


MOST FOR YOUR MONEY, Cellophane's advantages plus its low cost give you a better dollar value than any other packaging film.



breaking the cost barrier!

A NEW CAMERON IS NOW AVAILABLE
TO CUT YOUR PRODUCTION COSTS



CAMERON 550 SLITTER-REV

THE NEW 550 was designed by Cameron's team of specialists to meet the need for a light, versatile, low-cost slitter-rewinder to handle plastic films, foils, papers, laminates and other materials. The 550 may be equipped with razor-cut, score-cut, shear-cut, or burst-cut slitting elements. This highly productive slitter-rewinder features a centralized control panel, assuring easy operation and quick set-up changes, with pneumatic rewind core loading to eliminate guesswork in setting axial core pressure. A built-in automatic edge guide (optional) corrects telescoped mill rolls, minimizes trim waste. Finished rolls meet the highest standards of quality. Get more production of better rolls at lower cost with the new 550...

SEE THE NEW 560
AT THE PACKAGING SHOW, CHICAGO, APRIL 8-11
BOOTH 766

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they assure firm seal and fine appearance at destination

Since 1881

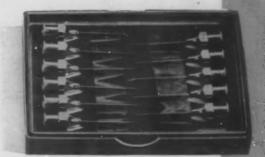
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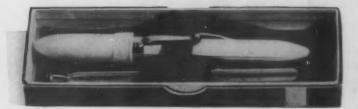
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Syringe Box



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for distinction and utility

E.N. Rowell Co. Inc.
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Canisters, round and square set-up boxes for every purpose

## HORIX Non-Aerating

#### For All Liquid Filling

### COMPLETE ELIMINATION OF AIR FROM CONTAINER

Illustration shows how the valve port directs flow of product gently down one side of bottle or can, forcing air in container up opposite side and out through the air vent. Air is completely eliminated from the container and a low vacuum is formed in the head space.

#### LASTING ACCURACY

Fill cuts off exactly at established filling height at any operating speed. Horix filling valves retain their accuracy through long years of use.

#### CLEAN CONTAINERS

Air-tight sealing eliminates splash and assures an absolutely clean container... and containers stay clean and accurately filled without spill due to "one-at-time" removal by discharge turret.

#### SPEEDS FROM 6 cpm - 700 cpm

You get the same quality of product and same accuracy of fill on every Horix filler, whether built for low or high production speeds.

The flow diagram shows the unique Horix method of fill . . . product flows smoothly, naturally, by gravity from the supply tank, through the valve, and into the container. No one yet has been able to devise a finer, more efficient, lower-unit-cost method for liquid filling.

Due to the simple principle of operation, Horix fillers are built with the fewest moving parts. This assures years of trouble free operation under the severest production loads. It also permits quick thorough cleaning with steam or pressure hose.

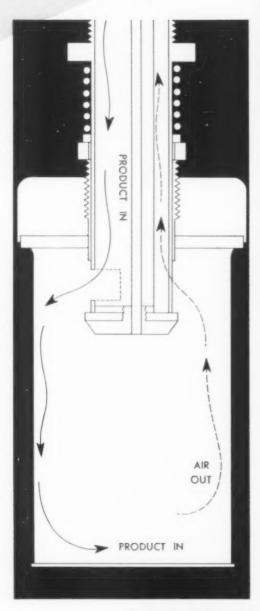
Feature for feature, dollar for dollar, you just can't do better than a Horix... the reason why more and more processors are coming to Horix with their filling problems. Why don't you?

WRITE for Bulletin No. 156-C

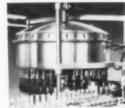
## HORIX MANUFACTURING CO. PITTSBURGH 4. PA

MANUFACTURING CO PITTSBURGH 4, PA

FILLERS AND CONVEYORS



Typical Morix Catsup Filler for 600 bottles per minute. Fillers available for any production speed.



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## The Perfect Picture of Protection

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VITAFILM has wonderful contact claritytough, super transparency. Stability!

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EXCELLENT MACHINABILITY makes VITATISM ideal for



#### Get acquainted now with

## Vitafilm



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of "hard-to-package" products!

### Write for free samples and complete information!

Or better yet, call in a Goodyear Packaging Engineer who can give you firsthand proof of the great performance you can expect — and bring you the good news of the low cost that goes with changing over to this new Goodyear, Packaging Films Dept. C-6418, Akron 16, Ohio.



of "loose-lot" items!



### Safeguards Sanitation,

cuts ripped-package losses!



fights cracking, splitting and running!



## And Great for Textiles,

keeps them clean gives quick "shelf identification" of bolt goods!



#### ACCENTUATES TRUE COLOR-

wonderful contact clarity makes most of product color!



SEE AND FEEL
PRODUCT TEXTURE

but protects from soilage!



#### PRINTS CLEARLY-

sells your brand and your product!

Vitafilm

The greatest thing you can place between you and your customer!





#### For shoe polish...

#### ALCOA'S KING-SIZE LIPSTICK-TYPE TUBE

This handy new aluminum shoe polish dispenser made by Alcoa® spreads stick-form polish by using the principle common to lipstick tubes. Alcoa developed this special dispenser for a special job. If your product needs an economical rigid package with utility value and sales appeal, Alcoa is ready to work with you.

Alcoa research, package development and product testing are recognized as the standard of the industry. These facilities are readily available to you through the 64 sales offices which Alcoa has located at convenient points across the nation. Your package will be superior, our service reliable.

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| We are interested in packaging            | in Alcon | Rigid | Containers |
|---|----------|-------|------------|
| Please have an Alcoa salesman contact us. |          |       |            |

Name

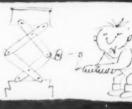
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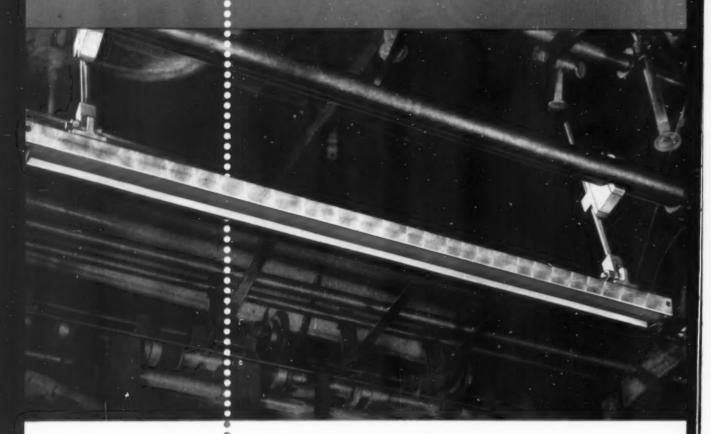
City and State



Your Guide to the Best in Aluminum Value



# STATIC ELIMINATION AGROSS ENTIRE WIDTH OF PAPER, FILM OR FOIL AND MOST OTHER MATERIALS WITH THE .....



#### REMOVES STATIC ELECTRICITY ON ALL MACHINES & PROCESSES

PRINTING
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BAG MAKING
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#### **ELECTRONIC NEUTRALIZER**

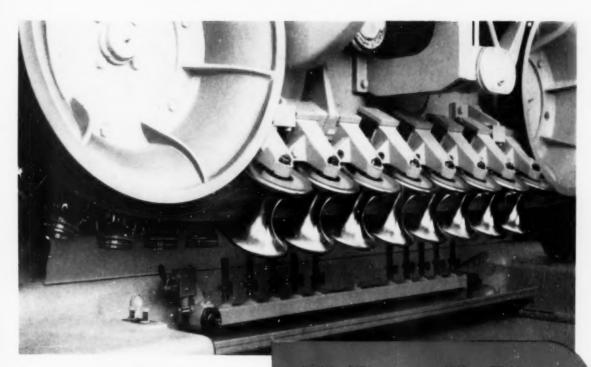
This is the final, complete answer to static-electricity removal on any equipment that can pass materials underneath or over the discharge from the electronic neutralizer manufactured by OXY-DRY SPRAYER CORPORATION. Easy and simple to instail, permanently...requires no special maintenance. As long as tube is lighted, static electricity is completely removed. Safe, produces no heat or discomfort to bother pressmen or other machine operators. Does away with need for infra red lamps, static sprays, partly effective equipment and continuous maintenance problems. Gives continuous, complete, uniform results without individual job adjustment of any sort. Housing and mounts last lifetime of machines on which attached...tubes replaced in seconds when burned out after more than generous length of service.

FOR MORE INFORMATION

Write, wire or phone your equipment details to address below

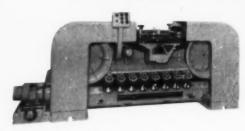
### OXY-DRY SPRAYER CORPORATION

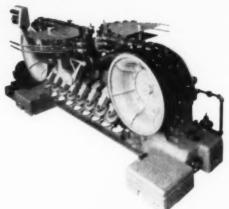
NEW YORK CHICAGO SAN FRANCISCO Dept. MP, 1134 West Montrose Avenue, Chicago 13, Illinois



#### Air-clean with

## **PNEUMACLEAN**







#### IT'S NEW • IT'S FAST • IT'S GENTLE

Old techniques of container handling go by the board with the development of Pneumaclean and its revolutionary new principles of operation. It offers fully inverted air cleaning for nearly all types of containers. Glass and otherwise fragile containers are handled in a continuous noiseless operation — with an action more gentle than ever found in previous methods.

All dust and foreign particles such as glass splinters and lint are removed at speeds of 500 containers per minute.

A pair of softly resilient, heavy-duty neoprene tubes serve to control the containers as they pass through the machine. Inflated with two pounds air pressure, these tubes travel continuously gripping the upright containers to invert them in a constant procession over two series of air jets — then returning them upright, thoroughly cleaned and ready for filling. Machine is completely flexible with minimum change parts involved. Pneumaclean sets a pace that keeps production moving at a money saving rate.

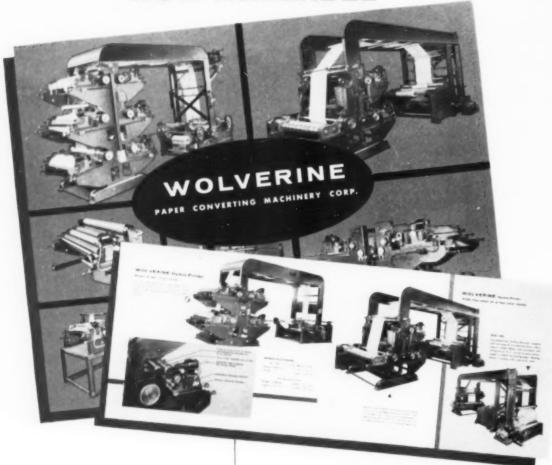
Write for Bulletin No. 134 for more details on this faster, more flexible method of air cleaning.

PNEUMATIC SCALE CORP., LTD., 82 Newport Ave., Quincy 71, Mass. Also: New York; Chicago; Dallas; San Francisco; Los Angeles; Seattle; Leeds, England. Canadian Division: Delamete & Williams Company, Idd., Toronto.

Packaging and Bottling Equipment

## New Brochure

**NOW AVAILABLE** 



Shows complete line of FLEXOGRAPHIC printing equipment

Whatever your printing packaging problem is . . . first see the complete line of Wolverine's Flexographic equipment.

Equipment covers such operations as printing on fine film, heavy board, paper cups, bread wraps, envelopes, box-board and cellophane.

Wolverine specializes in the manufacturing of Flexographic printing equipment to meet your individual needs.

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## See CENTRAL FIBRE for Ideas!

A good idea will often make it possible for you to make a profit on your package too—as a sales help, display unit, or by adding character and value to the product it packages. The plus value of a package that you can make a profit on is just another way Central Fibre ideas can help you do a better packaging job.

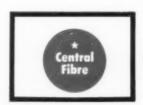
**NEW IN DOMINANCE, OLD IN SKILL**—Central Fibre Products Company is new as a dominant organization in the paperboard industry, however, as a consolidation of some of the oldest mills and plants in America, it represents a considerable wealth of skill and know-how. This combination of new vitality and old craftsmanship has been responsible for Central Fibre's unusual growth. Let us show you how it can provide for you a better resource for your packaging requirements.

## CENTRAL FIBRE SERVES AMERICA FROM 21 CONVENIENT CITIES

PAPERBOARDS AND SPECIALTIES

CORRUGATED SHIPPING CONTAINERS
FOLDING CARTONS AND SET-UP BOXES
EGG PACKING MATERIALS
POULTRY HOUSE SUPPLIES

MAPES MOLDED PULP PRODUCTS



More Than 80 Years of Continuous Service and Progress

CENTRAL FIBRE PRODUCTS COMPANY General Office. Zuncy, Illinois

## FROM LOW COST

MACHINES

Now, you can have a fast, efficient packaging line with built-in versatility to meet changing market requirements. The Bartelt machine can produce a variety of sizes and combinations of packages such as those shown on the right. Pouches can be made from whatever heat sealable materials your product requires. Cartons can be filled with the desired number of pouches and with premium items. Write for new literature describing these latest advancements in automatic packaging.

#### TO COMPLETE

PACKAGING LINES



"Machinery for Creative Packaging

BARTELT ENGINEERING CO., ROCKFORD, ILL.
New York Office, 370 Lexington Ave.

A. M. A.

26TH NATIONAL PACKAGING EXPOSITION

**BOOTH 983** 

**75**%

FASTER
CARDING
WITH
BOSTITCH
STAPLES



This cosmetic manufacturer used to fasten this product to cards with rubber bands.

Now carding is done with a Bostitch stapler 75% faster. With staples, fastening is more secure, appearance is better and operators prefer them to the old method.

Whatever you card, however you do it, you'll find it worth your while to learn about Bostitch stapling. To talk with a Bostitch Economy Man, look under Bostitch in your phone directory, or mail the coupon. There's no obligation.

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Send me information on carding with Bostitch staples.

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Company

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Fasten it better and faster with

BOSTITCH

Let's meet at the Chicago Packaging Show!

- See National Container's exciting Electronic Display . . .
- A huge relief map popping with discs, representing National Container's timber resources, mills, plants, and other servicing units.
- Gather at a glance
  the locations of National Container's
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#### NATIONAL CONTAINER CORPORATION

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#### **MODERN PACKAGING**

#### March 1957

Branching out by American Can, which recently acquired Bradley Container Corp. (polyethylene bottles and tubes) and Sun Tube (metal collapsible tubes), may soon put it in the paper business. Company has let it be known that it is looking for a large paper mill with forest resources, both to supply its milk-container division and to provide new paper and paperboard package lines. Will plastics move be next? Plastics-materials manufacturers have been warned by Canco that unless satisfactory long-term purchasing agreements can be had, the company will go into the business itself.

Background

for

packaging

Notes.

quotes

and comments

Watch textiles for a possible shift to prefabricated film bags to replace wraps for things like sheets and pillow cases. One of the biggest mills is intensively testing the economy and performance of bags.

Package design and redesign last year cost manufacturers an estimated \$22 million, according to the Folding Paper Box Assn., about 6% more than in 1955—but still a piddling portion of our estimate of 15½ billion as the total cost of packaging in 1956. Don't let talk of high fees frighten you. President of Raymond Loewy organization is quoted in Wall St. Journal as saying his company's fees for package design run from \$2,000 to \$20,000. Many topnotch jobs are done for under \$2,000.

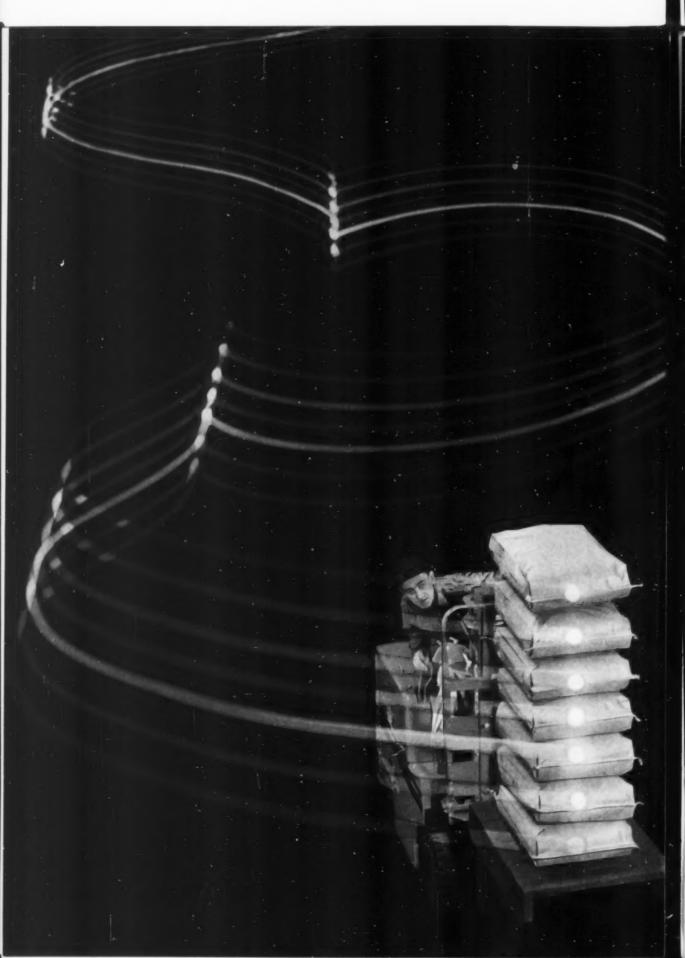
How strong can a package trademark be? In one instance it has been strong enough to change the name of a long-established company. For 51 years a reproduction of the famed Venus de Milo has identified lead pencils made by the American Lead Pencil Co. Now the company has changed its name to Venus Pen & Pencil Corp.

Nervous nellies should look twice before attaching significance to minor dips in monthly package-production figures. September Census report on converted flexible packaging shipments showed volume down 9% from August. Reason? There were only 20 working days in September, as against 23 in August; daily output was steady. Figures for October, just out, show that shipments of this industry hit an all-time high of \$37,150,000—about 17% above September. 13% over October a year ago. For the year, the industry expects to be between 11 and 12% above 1955.

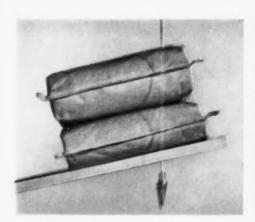
Way off base was the Wall Street Journal's recent gloom story—a lead story on p. 1—reporting an "alarming" sag in demand for paper-board packaging materials during December. Story failed to take into account that December is always a slack month in this field and that the slight drop below last year's December figures is easily accounted for by upward price trends and resultant forward buying during the previous three months. Year as a whole ended up a good 5% above 1955.

\*No single appeal will pre-condition all consumers so that they will act and buy the product at the point of sale. There is no sales formula that can be mixed and sprayed over the country from coast to coast that will have an identical effect on all people everywhere . . . The message must be flavored with their way of life and the recipe flavored to their taste preferences."—George Anderson, partner, Dudley-Anderson-Yutzy.

Reward money is out for bright packaging ideas. Victor Muscat, president of Victor Metal Products, according to February Mechanix Illustrated, is offering \$5,000 for a captive tooth-paste cap that will stay with the tube, that is easy and foolproof to operate [Continued on page 52]



## What keeps the bags from falling off?





## St. Regis Lustergrip – a new Anti-Skid coating that keeps packages neat, clean, better-looking, too.

Bags treated with Lustergrip won't slip. Even in tests where fork trucks turn and twist sharply, Lustergrip-treated bags stayed on tight. That's why manufacturers are finding that breakage and accidents are reduced when bags are treated with Lustergrip. It's equally effective on cartons and boxes, too.

Lustergrip gives you a bright, attractive package that *stays* neat . . . has greater display and sales value. Ink

smudge, so common in containers, is reduced with Lustergrip. Dust and dirt have less tendency to cling to a Lustergrip-treated surface.

Lustergrip is one of a host of new methods St. Regis has developed for improved packaging, shipping, wrapping and storing. Talk to us about *your* problem. If we haven't a ready solution, our experts will find one for you. St. Regis Paper Company, Dept. B-3, 150 East 42nd St., New York 17, N. Y.

St. Regis
PAPER COMPANY
150 EAST 4210 STREET, NEW YORK 17, N. Y.

This unorthodox loading was used to demonstrate the special skid resistance of St. Regis Lustergrip, while truck went through gyrations indicated by colored lights. and simple to make. Muscat also has a standing offer of 15,000 printed collapsible metal tubes free to any established company that will correctly package—and support with advertising and promotion—any food item (other than anchovy paste) in these metal tubes.

Glass packers look for a big trend toward easy-off vacuum closures, now that one of the big makers of pry-off type has thrown support behind a quarter-turn, twist-off cap for catsup bottles. A Nielsen survey indicates that 89% of housewives prefer the new catsup cap. But don't expect the pry-off style to disappear. It is still the most practical closure for such hig-volume items as baby foods, meats and vegetables that must stand the stress and strain of closed-retort, high-temperature cooking and for the drinking-glass type of container used for preserves and jellies.

New horizons in aerosol packaging are in view as a result of Du Pont discoveries widely extending applicability to water-based solutions. Emulsion system goes far beyond the foam-type discharge, as in shaving lathers, to permit a range of discharge patterns varying from soft, space-type sprays to wet, residual-type sprays. Now possible also are formulations which create no undesirable cooling when applied to the skin and which are capable of depositing active-ingredient coatings not readily removed by washing.

Decanter results in the last Christmas season were mixed, says Tide. There were 60 liquor brands in decanters, as against 20 the previous year—but sales by brand followed pretty much the year-round ratio, leaving the question open as to whether it was the contents or the package that made the sale. The more bizarre decanter designs were, however, not popular and dealers agreed that attempts to boost vodka and gin in decanters flopped. Gift pre-wrapping was a successful sales pusher—probably more important than decanters.

Choice of package will be Liggett & Myers' strategy in the cigarette wars, rather than choice of brand. L&M filters have been successfully tested in an English-style flip-top hard box, which will shortly be offered in all markets as an alternate to the conventional package, with ad head-lines: "Pick the pack that suits you best."

New light on the cost of marketing may be shed by a simple formula proposed by the U. S. Chamber of Commerce for computing "value added by distribution" of goods. Wholesalers and retailers would be asked to compute their figures by subtracting from net sales the cost of goods sold, supplies, containers and purchased energy, and to report this one additional figure regularly to the Census Bureau, which would publish industry or product totals.

Can industry, which has hit new production peaks in each of the last five years, expects further gain in 1957. William C. Stolk, president of American Can, predicts that industry-wide production of cans will approach 42 billion units this year, as against 40 billion in 1956. (See "Cans," Supplier-Industry Survey, Modern Packaging, Jan., 1957, p. 102.)

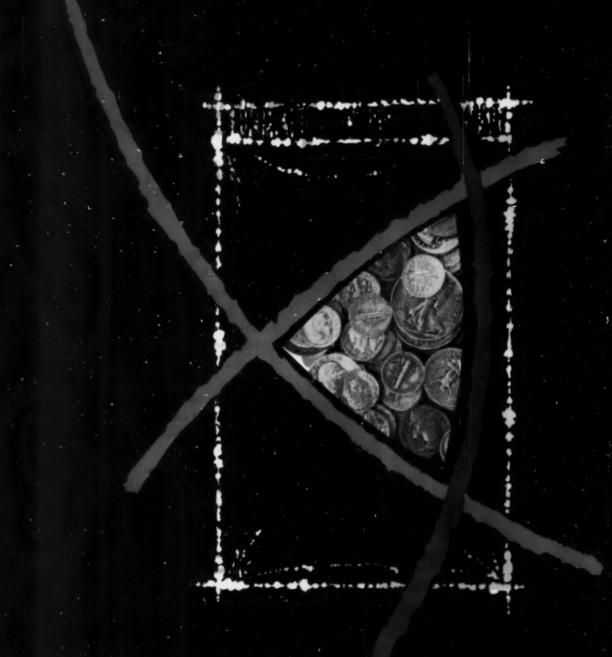
**Expansion** too fast in the frozen-foods industry? Some leaders are beginning to wonder. There are now more than 1,600 frozen-food packers, approximately 1,300 wholesale distributors and more than 2,000 different products, labels, brands and packages, according to *Quick Frozen Food's* 1956 directories. One authority sees frozen foods reaching 20% of total grocery sales in 10 years (as against 4.6% now); another predicts that by 1956 sales will treble, to about \$7 billion a year.

#### Background

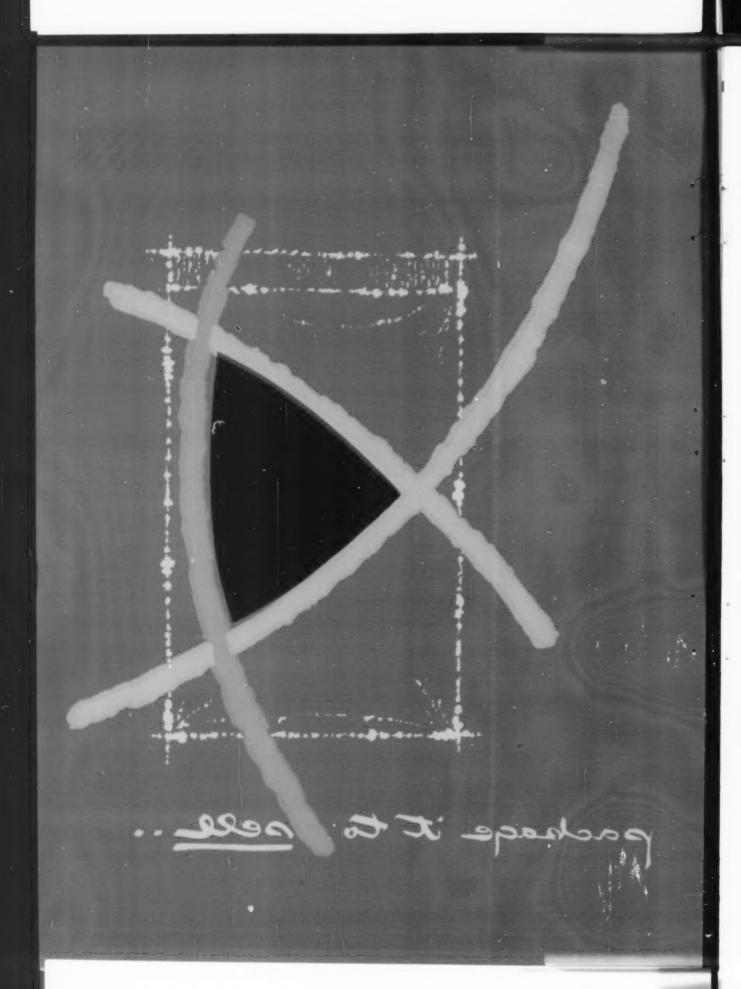
for

packaging

[Continued from page 49]



package it to sell ..



USE OWE SOURCE TO DESIGN

<sup>A</sup>Selling PACKAGE!

Use our market testing methods to get facts on your flexible packaging needs.

Use our national award-winning designers to achieve the right sales-minded design.

Use our technical knowledge for practical production here and in your plant.

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#### Converting



#### Sheets & Wraps



## Labels

#### Box Wraps



PLUS | COMPLETE SALES-MINDED

**Bags & Envelopes** 

## Proxseal



This thermoplastic adhesive for sealing "blister" packaging was selected by Johnson Johnson

for their new dental floss dispenser

Johnson & Johnson are justly proud of their new dental floss dispenser, and its "blister" package. To insure a perfect heat seal of the vacuum formed plastic "blister" to the dispenser board, J & J chose PROXSEAL.

There's team work behind this package. The board was printed by the Mayland Company of New York, after which the stock was coated with PROXSEAL adhesive by Perfect Finishing Company, also of New York. The "blister" enclosing the dispenser was produced by vacuum forming of Eastman's cellulose acetate butyrate film. Finally, heat sealing completed this handsome, lustrous package with its complete protection against handling for the hygienic dental floss.

PROXSEAL also heat seals vacuum "skin" contour packages as well as "blisters," made from vinyl, polystyrene, and cellulose acetate butyrate. If you have a particular problem in heat sealing, consult with our engineers.

A free folder on efficient heat sealing adhesives for attachment of "blister" and "skin" packaging is yours for the asking. Write or phone us today.

HICAGO 32 \* Virginia 7-4800

PAOLI, PENNA. . PAOLI 4141



## PLANNED PACKAGING

moves merchandise

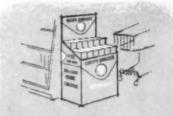


from manufacturers to retailers . . . in safe transit containers

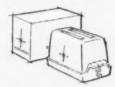


from gardens and orchards to food stores





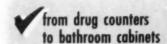
from sales displays to market baskets



from appliance stores to modern homes



across hardware counters

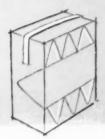




from beverage stores to home refrigerators



from supermarkets to the family circle



PLANNED PACKAGING is the product of our complete coordinated facilities including research, development, design, testing, board manufacture, finished production, and package line engineering.

THE OHIO BOXBOARD CO.





Youngstown, Ohio Lockport, N. Y. Cuyahoga Falls, Ohio Pittsburgh, Pa. Middletown, Ohio



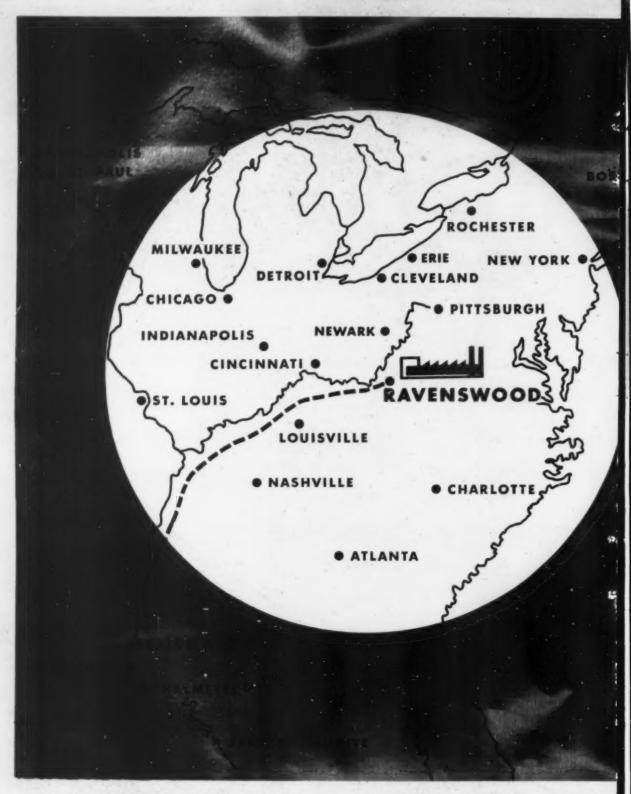
What does your package demand? Do you desire film of high clarity, slip or strength, with perfect treatment for printing? When you require the highest quality of extruded polyethylene film in grades to fit your needs, contact Plastic Horizons Inc. for details and quotations.



PLASTIC HORIZONS, INC.

2 EAST 5TH STREET, PATERSON I NEW JERSEY IN N. J. ARmory 4-6874 \* IN N. Y. LAckawanno 4-8998

Bright News for packagers!...



KAISER ALUMINUM'S Ravenswood rolling mill completes one of the most efficient mine-to-market operations in the metals industry. Water transportation is used all the way—from bauxite mines, to alumina and reduction plants, to Ravenswood rolling mill. Delivery from Ravenswood takes only one or two days by truck to any manufacturer located within the circle.



# We're Rolling at Ravenswood!

Kaiser Aluminum's new foil rolling mill in

Ravenswood, West Virginia is now in production!

Kaiser Aluminum's new Ravenswood plant has begun production of foil. By late 1957, foil production in this new plant will reach an annual rate of 13.5 million pounds.

That was exactly our goal when we started planning more than two years ago, and it's a fact that holds special promises for you as an aluminum user.

Now-from Ravenswood-your foil supply is within 48 hours shipping distance for virtually all mid-West and East locations (see map).

And now-at Ravenswood-here's the same integrated operation and wide range of specifications that have led leading converters to rely on Kaiser Aluminum as a major foil supplier.

Even now the mill's production is growing, and work has begun on a huge aluminum reduction plant scheduled for completion in 1958. When fully integrated, Ravenswood's annual capacity will reach 440 million lbs. of pig and 234 million lbs. of sheet and foil.

The close availability of more Kaiser Aluminum foil makes it possible for you to plan expanded future uses, confident of an abundant and convenient supply.

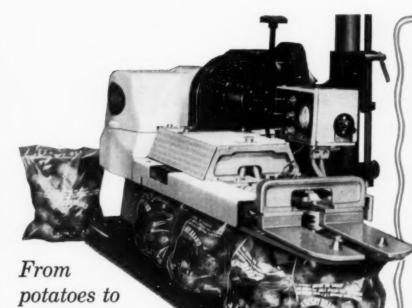
For names of converters eager to tackle your packaging problems, contact the Kaiser Aluminum sales office listed in your telephone directory, or write Kaiser Aluminum & Chemical Sales, Inc., General Sales Office, Palmolive Bldg, Chicago 11, Illinois; Executive Office, Kaiser Bldg, Oakland 12, California.

## Kaiser Aluminum

## Kaiser Aluminum



the bright star of metals



For: potatoes
onions
confectioneries
chips
dry goods
gift cards
seeds
toys
notions
machine parts

CONTROLLED HEAT OPERATION! CAN SEAL, PUNCH, CODE-DATE IN ONE OPERATION!

# THIS VERSATILE **Doughboy** SEALER HANDLES THEM ALL!

machine parts...

A high-speed, heavy-duty sealer so versatile you can use it to seal polyethylene, vinyl, cellophane, laminates—in fact, nearly every popular packaging material—to give you closures that are continuous, positive, and air-tight.

The Doughboy Band Sealer is adaptable! In just seconds, you can change from one type of film to another... from one size bag to another. This Band Sealer has attachments for hole punching, code-dating, folding—all automatically, at production-line speeds.

Like to know more? Tell us what your packaging problems are . . . we'll send you complete information on the Doughboy Heat Sealer to solve them. Inquiries treated in strict confidence, of course.



VISIT Doughboy BOOTH No. 1175
NATIONAL PACKAGING SHOW
CHICAGO, ILLINOIS, APRIL 8-11, 1957

Makers of America's most complete line of heat-sealing packaging machines

DOUGHBOY INDUSTRIES, INC.



MACHINERY DIVISION

NEW RICHMOND 2, WISCONSIN

### New Jersey's fully automatic Pony Express Labeler improves package appearance... eliminates operator...cuts costs

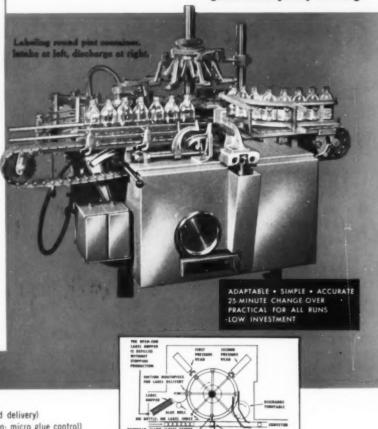
Exclusive suction principle guarantees quality labeling

The Pony Express does the whole labeling job by itself. You save the cost of a full-time operator. And you can step-up production 50 per cent compared with semiautomatic labeling.

An exclusive suction principle of label handling guarantees quality labeling. Suction pulls the label out of the hopper, holds it while it is being transported to the con-

Glue, used only for adhesion, is more easily, satisfactorily, regulated. Micro control prevents excessive application, assures clean results, precise label registration. You do away with bottle wiping, label re-positioning, constant inspection.

The Pony Express adapts easily to changing label requirements. Ask for details, demonstration.



- 1. LABEL (suction pick-up and delivery)
- 2. GLUE (regulated evaporation; micro glue control)
- 3. CONTAINER (centralized and locked before turret moves)

#### **Operating Advantages**

- · Overall label gluing
- Label registration within 1/64"
- Micro glue control
- No bottle—no label index
- · Circulating glue system · Non-stop label loading
- · Simple charge parts
- · Variable speed

#### Versatility

- · All container shapes (applies labels on panels or in recesses)
- · Any shape label (does 3-panel labeling)
- Range of container size: ampules to gallons
- Range of label size: 5"x 41/2" to %"x%"
- · Capacity to 65 per minute (2-at-a-time on small sizes)

JERSEY MACHINE

0 RPORATI

AUTOMATIC LABELING

PACKAGING . PAPER BOX MACHINERY . MAKERS OF THE PONY LABELRITE

FACTORY SALES AND SERVICE BRANCHES: CHICAGO, CINCINNATI, LOS ANGELES

GENERAL OFFICES AND PLANT: 1500 WILLOW AVENUE, HOBOKEN, N. J.

## Now...a multipurpose flexographic ink for quality printing at high speeds



### ...for Polyethylene · All Cellophanes · "Mylar" · Foil · Glassine

Fast

MUL-T-BRITE INK prints beautifully at press speeds ranging from 250 to 500 feet per minute. Assures higher output, more profitable production

MUL-T-BRITE prints with a high gloss on polyethylene, on slicker surfaces matches the film's own lustre

MUL-T-BRITE does not block-ink-to-ink or ink-to-stock - at temperatures to 150°F.,

MUL-T-BRITE withstands wet refrigeration and other severe moisture conditions-does away with varnish overprinting

MUL-T-BRITE can be used without alteration on all grades of treated polyethylene, all types of cellophane (plain uncoated, "Saran-coated", semi-moistureproof and moistureproof), "Mylar" and other polyester films, aluminum foil, glassine and paper

At last-a high-speed, all-purpose ink for firstclass flexographic printing on every popular packaging material. "MUL-T-BRITE" is another advanced type of ink developed by BBD to meet the needs of modern converters . . . a different kind of ink that utilizes a mild hydrocarbon solvent to combine unusually high running speed with important performance qualities.

You'll like "MUL-T-BRITE'S" revolutionary speed . . .

its printability . . . its anchor-tight adhesion at all temperatures . . . its extra color-strength. And you can use MUL-T-BRITE successfully on any type of flexographic press with synthetic rubber plates and rollers. "MUL-T-BRITE" is available now-in white, black and all colors -from any of BBD'S conveniently located factories, so arrange soon for a trial run in your plant.

For sample prints and more information contact your nearest BBD office . . . or Bensing Bros. and Deeney, 3301 Hunting Park Avenue, Philadelphia 29, Pa.



VISIT THE BBD FLEXOGRAPHIC INK

Booth 805

National Packaging Exposition April 8-11 • Chicago

Bensing Bros. and Deeney

Flexographic Ink Specialists

PHILADELPHIA • CHICAGO • SAN LEANDRO, CAL. . MONROE. LA.



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## There's Something in This Picture for You!



## To Help You Package Your Products Better!

If you package in tubes or glass, Wheeling packaging engineers can help you package your products better.

Aluminum, tin and lead tubes, in every size, type and color, have been manufactured by Wheeling since 1910, giving Wheeling technicians the knowledge to create a tube for you with perfect affinity for the product.

Molded caps for tubes and glass or plastic bottles are a particular skill of Wheeling craftsmen, created either in "hard" or "soft" plastics as the style and texture of the container demands. Wheeling excels in plastics specialties, too, producing such items as sifter tops, no-drip pouring lips, applicators, eye cups, and liquid dispensers.

You'll appreciate this flexibility of Wheeling packaging operations, and its adaptability to help you solve your packaging problems speedily and satisfactorily.

### WHEELING STAMPING CO.

WHEELING, WEST VIRGINIA

Consult Your Classified 'Phone Directory for Sales and Service in These Leading Cities:

NEW YORK • BOSTON • PHILADELPHIA • CHICAGO • CLEVELAND CINCINNATI • ST. LOUIS • MINNEAPOLIS • LOS ANGELES

 Aluminum, Tin and Lead Collapsible Tubes
 Molded Caps for Tubes and Bottles
 Plastics Specialties





## HOW REVERE

Works with Designers, Printers and Container Manufacturers to produce more Attractive, more Functional Packages at less cost.

If you had attended a recent sales meeting of the Revere Foil Division you would have perked up your ears when you heard what's being done in the way of research, quality control and product development.

The Research Department told about the special foil-backed food container it had developed . . . the new laminates . . . its continuous program for product development.

PRODUCTION-

RESEARCH

SALES DEVELOPMENT—

They spoke of the controls that had been set up to assure printer and container manufacturer alike of a quality product, the same kind of quality that has earned Revere Copper and Brass Incorporated its enviable reputation . . . a reputation that had its beginning the day Paul Revere rolled his first sheet of copper in 1801.

They showed various types of packages on which they were working with printer, designer and package manufacturer, collectively and individually. All of this adds up to the kind of help you can expect from Revere's Technical Advisory Service when you pick up the phone and say, "I'm working on a tough one; got any ideas?" Why not pick up the phone right now! Reverse the charges if you'd like. In Brooklyn the number is EVergreen 9-5180. For the Revere office nearest you consult the yellow pages of your telephone book.

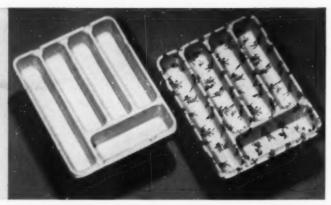
if it's worth a wrap...wrap it right in Revere Foil

REVERE COPPER AND BRASS INCORPORATED

Executive Offices, 230 Park Ave., N. Y. C. Sales Offices in 33 Principal Cities.

Manufacturers of aluminum foil, plain, colored, embossed, heat seal and other types of specified coatings. Also aluminum foil laminated to tissue, paper, board, film, and a variety of other backing materials.

any pattern >





any finish

any decoration >



## now available in Campco sheet

Here's the bright new picture in plastic finishing. Whatever color you want . . . in any pattern . . . can now be supplied in Campoo sheets. Thanks to a special laminating process, the pattern you need is integrally—and permanently—bonded to the rubber modified styrene base.

In fact, you can have CAMPCO styrene decorated with any pattern you dream up – or photograph – for less cost than decals or other common techniques of applying designs. Several lively ones already widely used are: wood grains, polka dots, checks, laces and marble. Even simulated textures, like leather or cloth can be added by surface embossing. And the sheet can be formed into an almost

endless range of products . . . quickly . . . and at low cost.

For data on how these new Campco decorating ideas
can make your product more attractive and more salable,
phone or write today.

## CAMPCO DIVISION

CHICAGO MOLDED PRODUCTS CORPORATION

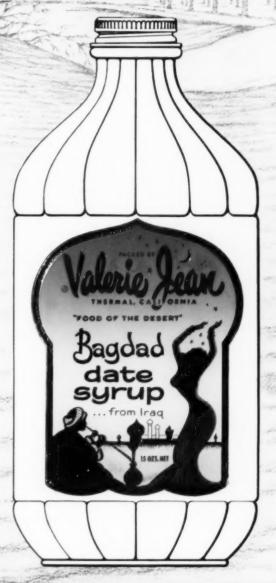
2708 Normandy Avenue, Chicago 35, Illinois . Tuxedo 9-5520

See Campco at the National Packaging Show, April 8-11.
Booth #1272 International Amphitheatre, Chicago.

. . another famous name selects

## FOXON AND FOIL

the perfect combination for labels of distinction



THE POXON COMPANY, PROVIDENCE 1, RHODE ISLAND

. our new affiliate

PAUL ASSOCIATES, INC., PALM SPRINGS, CALIFORNIA

# complete FLEXO INK SERVICE

FOR PACKAGE PRINTERS COAST TO COAST!

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#### LINE OF FLEXO INKS

IPI continues to pace the package printing ink field with such great new flexo inks as Flexogem and Flexotuf multi-purpose flexo inks, special heat-resistant inks and fast-drying water-base inks such as Aqualox. We invite you to try them.

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New IPI flexo inks are available in printing centers from coast to coast—wherever you find an IPI branch office and service station. Wherever you are located, you will always find IPI flexo inks readily available.

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#### TESTING FACILITIES

IPI flexo inks are always thoroughly tested on the press before they are released—in Interchemical's central laboratory headquarters, in IPI labs and factories. Tests for color uniformity, performance standards, toughness and durability assure uniform quality in every batch.

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#### SERVICE FACILITIES

IPI branches and service stations are staffed by local technicians who have grown up in your vicinity and who know local printing problems. When you need flexo inks, turn to the people who know packaging inks best—IPI ink men. Priced competitively, IPI inks give best results. Try them today.

IPI, IC, Flexogem, Flexotuf and Aqualox are trademarks of Interchemical Corporation

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· WITH CONTROLLED MOISTURE BARRIER

Perfection of product is assured when Paperglas with the "Moisture Barrier" keeps flavor in, keeps moisture out.

Paperglas resists grease and moisture, controls odor and aroma, excludes bacteria, retards mold, protects against rancidity. These and other properties are inherent in Paperglas, the glassine paper that costs less and protects best!

TELL US YOUR APPLICATION — our technical personnel will be glad to discuss your problem with you and supply samples.

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Feder Industries will develop your products into finished, sales-stimulating presentations.

Our plant is fully equipped to handle

silk screening
flocking and tinseling
styrofoam
folding boxes and set-up boxes
sewing and heat sealing
displays
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bows, corsages, decorations

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#### the <u>versatility</u> today you'll need for packaging tomorrow

Want maximum, cost-saving efficiency in packaging today's products — plus built-in ability to handle the different shapes and sizes tomorrow's sales situations will require?

That's what you'll get — now — from compact Wrap-King machines. Whether the product is round, disc shaped, oblong, square or irregular in shape; whether it's hard as a bearing, soft as a doughnut or sticky as tape, Wrap-King will deliver it singly, in stacks or multiple counts with no bruising and give you a perfectly sealed package, registered and uniform in every way.

Anyone can quickly change over a Wrap-King from handling one shape or size package to another because each part has its own specific position, is easily removed and replaced. Change-over operation is the same for any shape package.

Wrap-King will handle the following materials: cellophane (plain and heat scaling), foil (plain and backed), glassine, kraft, Pliofilm, polyethylene, Saran, sulphites and other commercially available films.

Ask your Wrap-King representative for the whole cost-saving story . . . or write Wrap-King Corporation, Berkshire Street, Holyoke, Mass. No matter what shape you're in— Wrap-King will get around it



MODEL B is designed for bundling and carton overwrapping tobacco products, drugs and cosmetics, bakery and candy goods, produce, automotive and household products.



MODEL P2 is designed to wrap stacks of paper or foil plates, heart-shaped candy boxes, large pies, fruit cakes, rolls of tape, tray-pack poultry and other products.

Typical of the complete Wrap-King line, the two models shown at the left will be in operation at

BOOTH 754
Packaging
Exposition
CHICAGO
APRIL 8-11

#### WRAP-KING CORPORATION

CROMPTON & KNOWLES CORPORATION

Factory and Home Office in Holyoke, Massachusetts

SALES AND SERVICE REPRESENTATIVES IN

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BOSTON • CHICAGO
CLEVELAND • LOS ANGELES
NEW YORK • PHILADELPHIA
SAN FRANCISCO and
TORONTO

#### TRY FOIL KRAFT THEY'LL MAKE A

RIGID FOIL CONTAINER FOR ALMOST ANYTHING!



Got a problem? That's our meat! Especially if you're looking for a new wrinkle in rigid container packaging. Something, let's say, to preserve freshness longer . . . or hike up sales through added appetite appeal.

At Foil Kraft we thrive on new challenges. With us, you'll find the emphasis on SERVICE. Right now, for instance, experienced die engineers at both our Los Angeles and recently completed Wanatah, Indiana plants are eager to assist in developing the right container to meet your needs.

Want full information about ways Kaiser Aluminum's expanded facilities can help you? Just contact your Foil Kraft sales representative. And write today for our full-line catalog.

Soe "THE KAISER ALUMINUM HOUR." Alternate Tuesdays, NBC Network. Consult your local TV listing.

### Kaiser Aluminum

FOIL KRAFT DIVISION

CHICAGO — 999 M. Michigen Are. GRHBBAL SALES OFFICE MIChare'S 4-9900

OAELAND — 972 Sreadway EALEE CHREES Princetol 3-4400

LOZ ANGELS — 903 Windows Bod. Medium 6-4400

MIN YORK — 900 Peck Are. Please 9-1400

BOSTON — Strate Office Stdg Mindows CHICAGO Minmed 6-7355

PLANTS — WANATAR, RIDIATAR and LOZ ANGELS, CALPOINEA

OR CALL FOUR REAREST RAISER ALIMANNUM SALES OFFICE



Vital Part Of Another, Water-Base Aerosol Packaging Success

VALVE BY RISDO

SEND FOR THESE FREE BOOKLETS

Both the 5210 valve and its glass container counterpart, the GB valve, are described and illustrated in detail by these bulletins. The "Micro-Mist" and other actuators are also covered. Ask for 5210 and GB valve bulletins.

PUSH-BUTTON

CLEANER

The new push-button bonanza for housewives—Jet-Spray BON AMI is one of the latest pressurized products dispensed by a Risdon 5210 valve. This is a water-base product which can-

This is a water-base product which cannot be mixed with the propellant; therefore a three-phase dispensing system is used. This system calls for a 5210 valve equipped with a Risdon "Micro-Mist" actuator\* which produces a fine, atomized spray by a mechanical shearing effect. For conventional aerosols (2-phase) the valve is supplied either with standard Risdon actuators or with "Micro-Mist" actuators when a finer, drier, wider-cone spray is desired.

The 5210 valve has proven an ideal control for virtually the entire range of aerosols. It uses no spring and is made entirely of nylon and rubber except for the metal mounting cup. It is suirable for vertical or horizontal sprays or for foam dispensing. This same basic valve is also available adapted for glass or plastic containers.

t Trade Mark

\* Patented

#### RISDON VALVES FOR:

Pressurized Products Packaged in Glass, Metal or Plastic Containers.

#### DISPENSING:

Conventional Aerosols, 3-Phase Products, Alcohol Base Products, Water-Base Products, Foam Products, Powder Sprays, Metered Sprays, Ultra-Low Pressure Applications, Products Containing Propellant Emulsions or Dispersions, etc.



THE RISDON MANUFACTURING COMPANY Valve Division, Naugatuck, Conn.

RI-82



for fast, low-cost, dependable packaging



## FILLING and SEAMING MACHINES Give yourself these big advantages --

GREATER SPEED . . . Up to 300 cans per minute. Speed adjustable over a wide range to synchronize with your other machines.

EXTREME VERSATILITY . . . Filler: handles any powder, granular or dry material; fills metal or fiber cans 434" to 7" in height. Seamer: puts on tops or bottoms;

COST-SAVING ACCURACY . . . Filling accurate to a fraction of an ounce, GILDA machines can save you a ton or more of material every day!

VIRTUALLY FOOLPROOF... Numerous devices protect against damage from faulty caus or covers. Automatically compensate for variations in can heights and cover thicknesses.

FAR LOWER OPERATING, MAINTENANCE COSTS . . . Relatively simple, ruggedly constructed of the finest materials, fully protected against dirt and abrasive dusts.

EXTREME VERSATILITY . . . Filler: handles any powder, granular or dry material; fills metal or fiber cans 43/4" to 7" in height. Seamer: puts on tops or bottoms; accommodates any can height from 3" to 8". BOTH MACHINES CHANGE OVER FROM ONE CAN HEIGHT TO ANOTHER IN MINUTES!

END YOUR PACKAGING PROBLEMS . . . Invest in an

installation that will insure faster, finer packaging at lower cost than you ever thought possible. Get the facts now! Write for descriptive literature or a consultation with a P&J GILDA Packaging Specialist. Potter & Johnston Company, Pawtucket, Rhode Island. (Subsidiary of Pratt & Whitney Co., Inc.)





Now manufactured by

#### POTTER & JOHNSTON

Producers of Precision Machines Since 1898

AUTOMATIC TURRET LATHES . NEWARK GEAR MACHINES . GILDA PACKAGING MACHINES

## **PAMARCO** MICRO-LOK

MICRO LOK cylinders require only a simple spanner wrench to operate. Unskilled personnel can mount and demount these high-accuracy plate cylinders in seconds.

The Industry's Fastest, Most Accurate

DEMOUNTABLE

PATENT PENDING

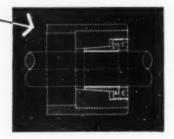
#### PLATE CYLINDERS

- MOUNT AND DEMOUNT IN SECONDS
- NO SKILL REQUIRED TO OPERATE
- RETAIN ACCURACY IN CONTINUOUS SERVICE

When locked, cylinders form one solid joint similar to integral cylinders. Micro-Loks require no special shafts and can be used on any width shaft. No skill is required to lock up. Simple, foolproof principle guarantees the same close tolerance on accuracy, time after time, with just a twist of the wrist. Performance-proven at high speed on toughest printing jobs. New bulletin on request, write today!

#### MICRO-LOK OFFERS EXCLUSIVE ADVANTAGES -

- Highest accuracy—closest concentricity tolerances
- Always integral with each cylinder and remain in cylinder permanently
- Absolutely foolproof, no heating required no fitting of "adapters"
- Available in lightweight alloys or steel
- Mounting tables, shafts and accessories available



MICRO-LOK CAN BE UNLOCKED AND REGISTERED IN SECONDS WHILE IN THE PRESS -



When locked, cylinders form a solid joint. Press-proven for accuracy at high speeds.



A twist of the wrist unlocks the cylinders in a split second. Only a Spanner wrench is required.



A time proven mechanical feature provides positive locking. Locking device is integral part of cylinder, vet leaves end face flush.

PAMARCO CUSTOM-CUT STEEL GEARS -

made in our own plant insure accurate register. Specify them when ordering plate rolls.



Paper Machinery and Research Inc

1014 OAK STREET, ROSELLE, NEW JERSEY

PRECISION INTEGRAL ROLLS FOR PRINTING, PACKAGING AND GENERAL INDUSTRIAL SERVICE

# WHAT is back of this LABEL?



(LABEL PRINTED BY U.S. PRINTING AND UTHO CO.)

# WHAT is back of this LABEL?



(LABEL PRINTED BY U.S. PRINTING AND LITHO CO.)



For all your Laminated Foil requirements... depend on Dejonge

DISCOVER WHAT REAL FOIL DEPENDABILITY CAN MEAN TO YOU! AS SPECIALISTS IN CUSTOM LAMINATING, WE SUPPLY FOIL FOR ITS FINAL CONVERSION INTO LABELS, GIFT WRAPS, FOLDING BOXES, PACKAGING, PUBLICATION INSERTS, INSULATION OR ANY ULTIMATE FOIL SPECIFICATIONS YOU MAY REQUIRE, FOR PROMPT QUOTATIONS AND SAMPLES PLEASE GALL CORTLANDT 7-4875, OR WRITE TO OUR FOIL DEPARTMENT, ROOM 875.



Dejonge & Co. Inc.

233 BROADWAY . NEW YORK CITY 7, N. Y.



The Magic of "Mirror Foil" by Dojonge ... of course!

(LABEL PRINTED BY U.S. PRINTING AND LITHO CO.)



DISCOVER WHAT REAL FOIL DEPENDABILITY CAN MEAN TO YOU! AS SPECIALISTS IN CUSTOM LAMINATING, WE SUPPLY FOIL FOR ITS FINAL CONVERSION INTO LABELS, GIFT WRAPS, FOLDING BOXES, PACKAGING, PUBLICATION INSERTS, INSULATION OR ANY ULTIMATE FOIL SPECIFICATIONS YOU MAY REQUIRE. FOR PROMPT QUOTATIONS AND SAMPLES PLEASE CALL CORTLANDT 7-4875, OR WRITE TO OUR FOIL DEPARTMENT, ROOM 875.



Dejonge & Co. Inc.







For all your
Laminated Foil
requirements...
depend on
Dejonge

DISCOVER WHAT REAL FOIL DEPENDABILITY CAN MEAN TO YOU! AS SPECIALISTS IN CUSTOM LAMINATING, WE SUPPLY FOIL FOR ITS FINAL CONVERSION INTO LABELS, GIFT WRAPS, FOLDING BOXES, PACKAGING, PUBLICATION INSERTS, INSULATION OR ANY ULTIMATE FOIL SPECIFICATIONS YOU MAY REQUIRE. FOR PROMPT QUOTATIONS AND SAMPLES PLEASE CALL CORTLANDT 7-4875, OR WRITE TO OUR FOIL DEPARTMENT, ROOM 875.

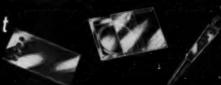


Dejonge & Co. Inc.

233 BROADWAY . NEW YORK CITY 7, N. Y.

## SALES-VIEW PACKAGING

Designed To Fit Your Product By PLASTIC ARTISANS, INC.



#### CONTOURED DOME PACKAGING



#### Plastic Artisans DOMEPAK \*

New, Low-Cost Show-Packaging Technique

Clear plastic dome containing the product projects through die-cut card and is locked by a label to the card back only. The label is applied automatically One of several items in the by a labeling machine, minimizing assembly costs.

La Cross manicure line us-

Track-Edged **Domes or Trays** 



Track-edged, clear plastic sheet formed with single or multiple product-fitting cavities. Printed cardboard or plastic cover is inserted in tracks to hold product in place. A supporting, contoured plastic platform can also be used to position the product in the dome.

Sampler for Chas. Pfizer & Co. Inc.

#### Domes Sealed In Double Ply Cards

Domes project through diecut openings on front of adhesive-backed card. Card folded over and sealed to itself traps dome flanges firmly in position. Back sheet may be blotter to offer utility.



ter for CIBA Pharmacoutical Products, Inc. features tablet-

Promotional blot-

#### BOOKLET ON DISPLAY PACKAGING

Available on request, an 8-page illustrated guide to formed, transparent and opaque packaging. Shows examples of the range of Plastic Artisans' experience, design ability and automatic equipment. Includes details on domes, Slide-Cover Boxes and novelties. \* Trade Mark



#### A Domes Sealed Or Stapled To Single Ply Cards

Dome flanges are fastened directly to card by staples or by sealing to a prepared surface on card.

Contoured dome sealed to card surface displays tweezers for FARR Manicure Mfg. Co.

#### A Broad Range Of CONTOURED SLIDE COVER BOXES

For Visible Sales Appeal Plus Re-Use Value Sampler Package

Slide-Cover Box pack ages for Winthrop Laboratories' suppositories - both made from one basic die.



Slide-Cover pakage for Wearever Ink Cartridge Fountain Pen has product name printed on transparent cover.

PA-111



PLASTIC ARTISANS, INC.

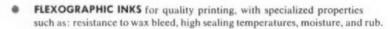
Dock St. & Martin Place, Port Chester, N. Y.

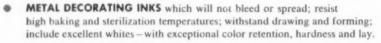
Custom Design & Mass Production of Quality Packages & Promotional Novelties in Clear, Opaque & Colored Plastics



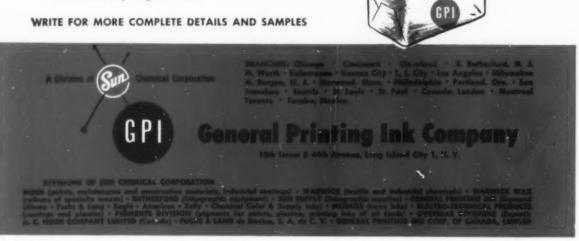
No matter what surface your ink problem involves—
conventional papers or boards, or special materials . . . plastic, fiber
board, metal, glass—GPI can solve it for you, economically. GPI offers
you 7 famous brands of ink—American, Eagle, Fuchs & Lang, Kelly,
Morrill, Chemical Color & Supply Inks and Sigmund Ullman—to cover the
complete range of printing applications. This great variety of inks . . . and
the wide technical experience that goes with it . . . is available to you at
a single source. GPI means service too—expert analysis of your problem,
and a recommendation of the ink that will best meet your needs.

The following are just a few of the inks developed by GPI for packaging applications:





HYDRY MOISTURE SET INKS provide fast drying, odor-free films for paper bags, corrugated and folding cartons, bread-wrappers, milk containers, and other packages; available in any range of colors.





#### Maybe the pack lacks wax, Max!

Manufacturer:

Well, I've tried everything short of atomic radiation to make these packages work. What's the pitch on wax?

W. W.:

Wax works wonders these days -- thanks to new formulations, new research data. From coatings to cartons, from foods to finishes, you can package it for less with wax.

Manufacturer:

And just where do I go to get the facts on wax?

W. W.:

See the boys at Warwick, the world's largest producer of specialty waxes. They'll be glad to work with you elbow to elbow to find a formulation to meet your problem. And here's a motto to pass along to the boys in the lab:

#### when wax is the heart of your product...specify Warwick

Warwick Wax offers the broadest selection in the wax field. Samples, suggested formulations and technical service are available to you without obligation. Prompt delivery in any quantity is assured from stock and service centers in 33 principal cities. If your problem is wax-contact Warwick today!



#### Warwick Wax Company

A DIVISION OF

#### **Sun Chemical Corporation**

10th Street & 44th Avenue, Long Island City 1, N. Y. STillwell 6-1100

Midwest Office: 6556 S. Melvina Ave., Chicago 38, Ill.

@ 1957-Sun LUdlow 5-5700

#### DIVISIONS OF SUN CHEMICAL CORPORATION

HORN (points, maintenance and construction materials, industrial coatings) - WARWICK (textile and industrial chemicals) - WARWICK WAX (refiners of specialty waxes) - RUTHERFORD (lithographic equipment) - SUN SUPPLY (lithographic supplies) - GENERAL PRINTING INK (Sigmund Uliman - Fuchs & Long - Eagle - American - Kelly - Chemical Color & Supply Inks) - MORRILL (news inks) - ELECTRO-TECHNICAL PRODUCTS (coatings & plastics) - PIOMENTS DIVISION (pigments for paints, plastics, printing inks of all kinds) - OVERSEAS DIVISION (export) - A. C. HORN COMPANY, LIMITED (Canada) - GENERAL PRINTING INK CORPORATION OF CANADA, LIMITED - FUCHS & LANG de MEXICO, S. A. de C. V.

**MARCH 1957** 

#### **GUARD THE HEALTH OF YOUR EMPLOYEES**

Pure Silicone Fluid Spray MOLD RELEASE

Zinc Stearate Dry Spray MOLD DUSTER \*

## NON-TOXIC MOLD RELEASES

GUARANTEED SAFE UNDER ALL

CONDITIONS



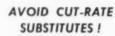
SILICONE SPRAY

MOLDRELEASE

long lasting!

non-marking

A Genuine IMI Quality Produ



Some low-cost sprays may contain poisonous solvents.

Better Be Safe Than Sorry!

PRICES — Silicone Spray —
(Delivered)

 Sample Can
 \$2.00

 Per Dozen
 \$18.00

 Per Gross
 \$197.40

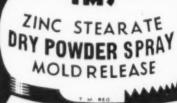
#### \* POLYFTHYLENE

Avoid crazing and costly stress cracking of polyethylene film or molded parts

USE IMI ZINC STEARATE

The Only SAFE Release for Polyethylene. Non-Oily!

Use Also on Parts
To Be Painted or Plated!



SHAKE BEFORE USING EQUICK - CLEAN - HANDY Long-Lasting Non-Marking

A Genuine IMI Quality Produ

PRICES - Dry Duster -

Further discounts on larger orders shipped on your schedule. Full minimum freight allowed on IMS Silicone Spray. Same day shipment!

BE SAFE!
USE IMP RELEASES



INJECTION MOLDERS SUPPLY CO.

3514 LEE ROAD . WYoming 1-1424 . CLEVELAND 20, OHIO

#### MYLAR®-a tough film for tough packaging jobs



## Hausette introduces "a new departure in plumbing specialty merchandising"—thanks to Du Pont "MYLAR"\*

"Mylar" polyester film has made possible an entirely new concept in merchandising plumbing specialties for the C.F., Hause Company. This Los Angeles firm recognized in "Mylar" a brilliantly clear, strong, tear-resistant film that enabled them to use a new selling technique—rack selection—for their heavy, sharp, chromium and brass hardware. Now plumbers buy faucet handles, nuts and fittings on impulse.

Plumbing specialties are but one of the hard-to-package items that are selling better because of the superior properties of Du Pont "Mylar". This strongest of all plastic films combines great strength with durability and long life. "Mylar" is tough, moistureproof, will not shrink... retains its dimensions from -80° to 300°F

How about your products? Perhaps they can benefit from the unusual strength and standout display offered by "Mylar". For more information on how "Mylar" can improve your package... permit new merchandising techniques... and attract more sales, contact your Du Pont representative or mail the coupon.

\*MYLAR is Du Pont's registered trademark for its brand of polyester film.



BETTER THINGS FOR BETTER LIVING

| В   | DE VIAD  |
|-----|--|
|     | POLYESTER FIL  |
| 1   | E. I. du Pont de Nemours & Co.<br>Inc.), Film Dept., Room MP-3,<br>Wilmington 98, Delaware |
| -   | Please send me information on<br>oackaging uses of "Mylar".                                |
| 3.0 | Name   |
|     | Firm   |



### Nothing sells your product like a transparent package

...and cellophane is the most



MERCHANDISING APPEAL—Versatile Du Pont cellophane works two ways to sell the Brownie Baking Co, line of quality cookies. First, cellophane's adaptability to fractional packaging permits this Spokane firm to meet consumer demand for convenience units. Second, thanks to cellophane's sparkling transparency, each cookie sells itself—the package shows customers what they want to see.

Candy, dried fruits, crib sheets, stainless-steel tableware—you can give almost any product a selling edge with versatile Du Pont cellophane. Its gleam and sparkle make products stand out. Its crystal-clear transparency shows all the quality. And customers know they can count on cellophane to protect product freshness.

You'll find cellophane economical to use, too. No other transparent material handles as efficiently on machines, gives you faster packaging. Now's the time to contact your Du Pont representative or converter of Du Pont films. He'll show you how a package made of Du Pont cellophane can help you sell better in today's competitive market. E. I. du Pont de Nemours & Co. (Inc.), Film Dept., Wilmington 98, Delaware.

SPECIFY DU PONT cellophane when you order. Du Pont manufactures over 50 types of cellophane film to meet particular packaging needs. Be sure to order Du Pont cellophane by code designation—assure yourself highest-quality film, product of Du Pont research and experience.

#### versatile transparent film you can use

#### Only cellophane gives you this balanced combination of advantages



**CORRECT PROTECTION**—To protect its line of dried fruit against sugaring, Rosenberg Brothers, San Francisco, uses Du Pont K-type cellophane—one of many types tailor-made by Du Pont to meet specific protection requirements.



HIGH-SPEED PRODUCTION—Letty Lane Co., Inc., Westville, N. J., sells thousands of cellophane packages of delicious candy daily . . . Volume producers know that cellophane outperforms all other transparent materials on high-speed machinery,



**EXCELLENT PRINTABILITY**—"Animal Party" crib sheets of Red Star Nursery Products show how color printing on cellophane gives a brand distinctive beauty. Brilliant color effects are easy to achieve on sparkling, easy-to-print cellophane.



SPARKLING TRANSPARENCY—International Silver Co., Meriden, Conn., finds sparkling cellophane the perfect showcase for its gleaming stainless-steel tableware—as testified by rising sales in supermarkets.

#### DUPONT CELLOPHANE

...leading the packaging field for 33 years ...designed for the needs of the future



BETTER THINGS FOR BETTER LIVING



you'll find all of the packaging skills and talents sharpened by years of proved experience at your disposal. Our men and machines are a successful working team dedicated to achieving a package design for your product that will produce more sales for you . . distinctive, unique, compelling.

We're great believers in getting the job done. And from our years of hard, real practical experience we know how to hit at the heart of your problems without involvement in costly surveys and time consuming research. Ours is a business of getting it done here and now. AND WE DO! The fact is that we've been field testing products similar to yours for many years. Result! We've got the "know-how" to give you what you need in packaging in a hurry. Give us a call and you'll soon see how Ace delivers the goods.

the packaging that ATTRACTS is the packaging that SELLS

Lee Carton Corporation

5800 West 51st Street, Chicago 38, Illinois Phone—POrtsmouth 7-1111
PUENTE, CALIFORNIA • MEXICO CITY, MEXICO • MIDDLEBURY, INDIANA



10"x 18"x.002

PRINTED

POLY

Schjeldahl model 40-40 side-weld polyethylene bagmaking machine designed for converters. See it on display at Booth 219—AMA Packaging Show—Chicago.

#### Compare These Points for Speed and Versatility

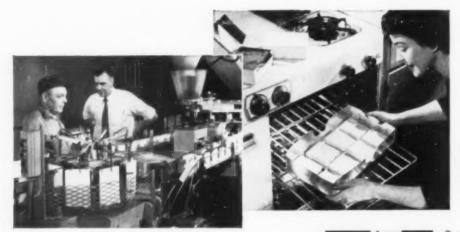
- 1. Web tension automatically controlled.
- 2. Double automatic edge guide.
- "Flying Knife" for fabricating conventional bottom seal bags and liners to 40" x 70".
- 4. Wide size range from 2" x 2" to 40" x 40" side-weld.
- Single bag speeds to 120 per minute multi-web versatility across 41" width of machine.
- 6. Proven record of service.

Exclusive four-way seal adjustment: (a) constant pressure, (b) variable dwell time from 0.01 to 1.0 seconds, (c) variable travel distance of sealing knife, and (d) variable temperature. Sensational "Split Rall" feature which synchronizes two separately printed webs on a single 41" wide draw roll. Bag sizes 2"×2" to 40"×40" both in side-weld and conventional bottom seal... Will handle film from 00075 to 006 thickness. Sealing knife hydraulically actuated... Solid teflon sealing roll.



SCHJELDAHL COMPANY NORTHFIELD, MINNESOTA

The second secon



At the point of no return. For packages that must "work" as well as protect and sell foods—see the Man from Marathon.

At the packaging point. The Man from Marathon can recommend the right combination of cartons and machines for efficient in-plant packaging.



At the point of purchase. The Man from Marathon knows from personal, recorded interviews with shoppers and from point-of-purchase candid camera studies what customers look and reach for.

### at his Fingertips...

## the Man from Marathon has <u>more</u> information to help sell packaged foods

GOT A MERCHANDISING PROBLEM? The Man from Marathon can help you with it. Have him show you our candid camera studies of shoppers "in action" in food stores everywhere. See for yourself how people buy frozen foods, baked foods, meat and dairy products.

NEED SPECIAL PACKAGING? The Man from Marathon works with all types of packaging materials...can help you choose those best suited to your needs.

WANT TO SPEED PACKAGING LINE OPERATIONS? The Man from Marathon

speaks from personal, practical experience gained at production lines all over the country.

Marathon research—both "at home" and "in the field"—as well as Marathon printing, engraving and package design can help you sell more packaged foods, more profitably.

See the Man from Marathon for the complete story. Or write: Marathon Corporation, Dept. 201, Menasha, Wisconsin. In Canada: Marathon Packages Limited, Toronto.

#### **MARATHON MPACKAGES**

SELL BRANDS . PROTECT PRODUCTS . SPEED PRODUCTION



## 1918

Although many other industries were affected by the interruption of vital imports during World War I, American glass container manufacturers fortunately had access to fully-

developed domestic sources of raw materials. Thus it was possible to step up production of glass jars and bottles, in order to meet a new and rising demand for glass-packaged foods, drugs, cosmetics, and beverages of all types.

Consumer preference for glasspackaged products has continued to grow through the years, with production methods keeping pace. Metro has helped the industry maintain that pace through research and development... a part of METROmatic service... assurance of a quality product, delivered on an unfailing schedule, geared to specific production requirements.

#### METRO GLASS\_COMPANY, INC.

MANUFACTURERS OF CUNTY GLASS CONTAINERS

IERSEY CITY, NEW JERSEY

WASHINGTON, PA.

CHICAGO, ILL

plenty of

## muscl

for the heavy jobs:





Here's the answer to the toughest Multiwall Bag Baling assignment. The West Heavy Duty Multiwall Bag Baler was specifically designed to handle the most difficult Bag Baling assignments. Available in a wide size range, it produces the tightest packages every time. Equipped with two eight inch air cylinders, it delivers 10,000 lbs. of pressure evenly distributed over the entire platen area. The heavy cast frame is designed for continuous, rugged operations, adjustable guides always assure even

THE WEST HEAVY DUTY MULTIWALL - BAG BALER

| Size of Package: | Minimum | Maximum | Length | 21½" | 44" | Width | 13½" | 25" | Height | 10 " | 14"



Stroke: 16!%"; Floor Space: 36" x 45"; Shipping Weight: 2500 lbs.

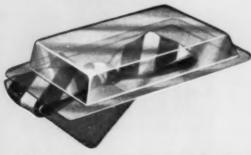


Designers and Builders of Equipment for the Bag Industry:
BALING PRESSES • MULTIWALL BAG PRINTING
PRESSES • MULTIWALL BAG SEWING MACHINES



INTRODUCING THE BLIST-A-FLAP\*

PACKAGE



The reusable container that enables the customer to remove and examine the product and then replace it. Good for bowties, wallets, pens, brushes, cutlery, etc. Flick it open - snap it shut. Write for details.





#### DISPENSERS

This new application for a point-of-purchase dispenser was created for Pfizer Laboratories of New York. A dozen units are on display and can be removed singly through an opening at the lower end. Can also be refilled as needed. Eliminates elastic, staples or die cut cards.





Metallic acetate is flocked in colors and formed to grip the product. Complete freedom of design for jewelry, cosmetics, instruments, etc. adds a touch of elegance.

#### BLISTERS

Emet Plastics Corp. is one of America's largest producers of blisters. From a pill to a 12" doll, from model to finished product, Emet means courteous service and on-time delivery.

............

Write for brochure called "Blisters by Emet."

Plastics Corp. PACKAGING DIVISION
3500 PARK AVENUE
NEW YORK 56, N.Y.

MEMBER: SOCIETY PLASTICS INDUSTRY . PERMANENT DISPLAY ASS'N. . POINT OF PURCHASE ADV. INST.

## AEROSOL



## PACKAGING can be sales dynamite for you!

You've seen it happen with hair lacquers . . . shave creams . . . insecticides. Established or new types of products—it makes no difference.

Each year booming aerosol sales hit new highs.

Is your product a likely candidate for aerosol packaging?

Yes, if it can be sprayed, brushed on, dusted or daubed. Here's how to make the first move that might lead to an explosive sales boom for you!

Call General Chemical for technical and market advice. No cost or obligation. If your product needs development, we will work with you. Whenever you are ready to market, we will direct you to capable contract fillers who will put up your product in aerosol form for test marketing, as well as handle commercial production afterwards. To arrange for a special presentation on aerosols and the growing aerosol market, write or call "Genetron" Department, General Chemical Division, Allied Chemical & Dye Corporation, 40 Rector Street, New York 6, N. Y.

## genetron® aerosol propellants

Call on General for:



Free fact-packed technical manuals, market information



A complete aerosol research and develapment laboratory



Data on many promising new types of gerosols



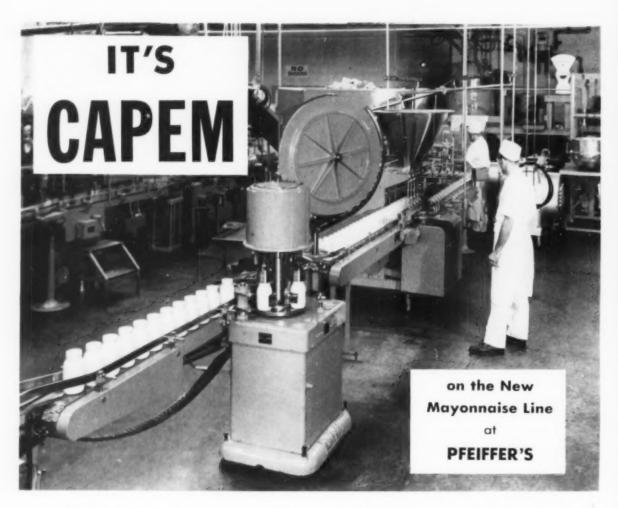
The Right
Propellant
for Every
Aerosol Need I



Field assistance with propellant storage, handling

GENERAL CHEMICAL DIVISION • Allied Chemical & Dye Corporation
40 Restor Street, N. Y. 6, N. Y.





Pfeiffer Food Products, Inc. have recently installed a new mayonnaise and salad dressing line in their Buffalo, N.Y. plant. For the capping operation on this new line they selected a Consolidated CAPEM, Model C-4-F. This machine has a capacity of 120 caps per minute on small, medium and large caps. It handles jar sizes ranging from 6 oz. to quarts.

This Pfeiffer machine incorporates a special Consolidated chuck-arresting device which prevents the chuck dropping over the jar if no cap is present. Thus, the mayonnaise never comes in contact with the chuck parts. Split quick-change star wheels and an adjustable cap disc are also

provided to speed up changing from one jar size to another.

Have you considered the advantages of Consolidated cappers for your own capping operations? They apply any type of standard screw cap or cover at speeds of 2000 to 18,000 per hour . . . Handle jars, cans, bottles or jugs of any size or shape . . . Deliver a perfect, LEAK-PROOF seal at low cost . . . Available in 1, 2, 4, 6, 8 and 10 spindle models.

For recommendations on improving your own capping operation, address Sales Manager, Consolidated Packaging Machinery Corp., 1400 West Avenue, Buffalo 13, N. Y. A representative will get in touch with you.

CAPEN - THE MODERN SCREW CAPPER

## Tops!

LABELS

SEALS

TAGS

**PACKAGES** 

foil
paper
gummed
die cut
printed
embossed
heat seal
thermoplastic
pressure sensitive



In Canada:

Cameo Crafts, Inc., 157 St. Paul St. West, Montreal 1





For more than half a century, basic and applied research in printing inks has been a prime concern at S&V. It has enabled us to set the pace in the development of new and better inks to meet the stringent requirements of the Graphic Arts Industry. This "know-how" coupled with the unremitting insistence on high quality, has helped S&V produce exceptional inks that give uniformly dependable performance.

This absolute dependability is the reason more and more printers and lithographers are turning to S&V for inks that will meet their demands for optimum performance and

Whether you are improving a job . . . or meeting special requirements . . . remember, S&V is prepared to help you with a better ink! Next time, add magnificent S&V color . . . the results will be outstanding!

maximum reliability on all surfaces.

### Sinclair and Valentine Co.

Main office and factory: 611 West 129th St., New York 27, N. Y.

OVER 35 BRANCHES PROVIDE SERVICE FROM COAST TO COAST

almost every meat product...



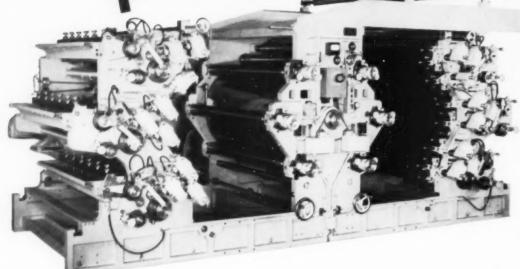
has more glittering display value ... greater heat-and-serve consumer convenience... when it's in a proven-by-sales package by ...



EKCO-ALCOA CONTAINERS Inc. Wheeling, lilinois

EKCO is the registered trademark of Ekco Products Company. ALCOA is the registered trademark of Aluminum Company of America. The corporate name and combination mark, EKCO-ALCOA, is used under license to the manufacturer by each of these companies.

# you'll cut process printing costs



# with Paper Converting's NEW 6-color rubber plate letterpress

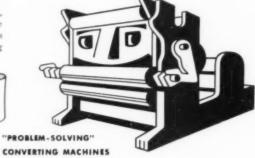
You can beat the squeeze of rising process printing costs and tougher customer budgets by using Paper Converting's NEW 6-color rubber plate letterpress. Producing top quality printing at amazingly low costs, this equipment makes metal plate letterpress obsolete for most packaging printing jobs. You'll handle screens up to 120 line with perfect register and dot formation—reproduce solids and fine type sharply. Yet production costs plunge . . . thanks to economical "plant-made" plates that provide 3 to 5 million impressions, up to 20% reduced ink consumption, and as much as 15% less trim waste of paper tonnage.

Enjoy the advantages of perfect color control, shortened delivery schedules, and highly flexible repeat lengths that *only* rubber plate letterpress equipment offers. Reduce downtime, too, by using

the special mounting and proofing unit that lets skilled pressmen concentrate on plate make-ready and proofing, permits less-skilled workers to control actual press runs. You'll minimize press makeready time—improve service and increase profits.

Sales manager or plant superintendent, you need to know all about this 6-color rubber plate letter-press that is revolutionizing process printing. A card or a collect call will promptly bring you complete information on Paper Converting's newest "problem-solving" machine.





Packaged by Dennison to LOOK SHARP, too!





Gillette knows how to give their products a sharp edge over competition. That's why they chose a Dennison-designed set-up box as their 1956 Christmas package!

Closed, it's a gift box that's almost too pretty to wrap. Open, this "slant" display unit features an ingenious billboard that highlights the trademark, the name of the set, and the price (on a removable tab). A sturdy double platform holds the merchandise in place. And the convenience that set-up boxes provide means that this package can be filled easily and efficiently on the Gillette assembly line.

What about your product? Packaging may be your key to increased sales and profit. The Dennison creative approach to packaging gives careful consideration to your needs and your budget. Call your Dennison representative or write Dennison Manufacturing Co., Box Division, Marlboro, Mass.



FOR PACKAGING THAT REFLECTS
THE PERSONALITY OF YOUR PRODUCT

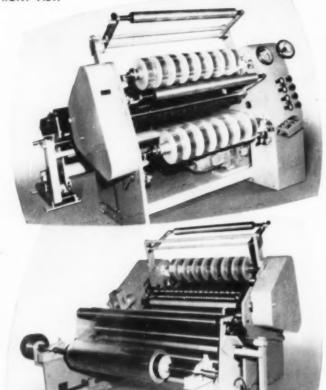


Proved best for efficient service and performance!

## MODEL 635 SLITTER AND REWINDER

in combination with MODEL 704 UNWINDER

FRONT VIEW



BACK VIEW

The 635/704 combination has thoroughly proved itself in production. Extremely accurate edge guiding on the 704 unwind and highly sensitive tension controls on both the 704 unwind and 635 slitter-rewinder enable an operator to secure maximum yield from ANY mill roll.

#### **SPECIFICATIONS**

MODEL 635 WEB WIDTHS THROUGH 62"

REWINDS AVAILABLE FOR 1" THROUGH 6" I.D. CORES

WEB SPEEDS TO 1,200 FPM (Depends on machine widths, slit materials and drive)

MINIMUM SLIT WIDTH 1/4" REWIND DIAMETERS 131/2", 18", 24"

MODEL 704 UNWIND
DIAMETERS THROUGH 42" WEB WIDTHS THROUGH 62"

WRITE OR DROP IN TO SEE US AT THE PACKAGING SHOW, BOOTH NO. 736

\*On special applications score cut can be provided



JOHN DUSENBERY CO., INC., 275 GROVE AVE., VERONA, N. J. Tel: CEnter 9-3900

for FILM, FOIL, TAPE, PAPER

- SHEAR CUT
- RAZOR BLADE
  - BURST CUT
  - SCORE CUT\*



# MORE THAN EVER-THE TREND'S TO

TUBULAR PAPER PACKAGING by NIEMAND BROS.



Some require the ruggedness of a wrestler... others the beauty of a movie queen – often both are essential.

At times money is no object...more often costs are figured to the fraction of a penny.

Yes, NIEMAND BROS. PAPER TUBE PACKAGING meets the requirements of an unusually varied list of users. If you package perfume or spark plugs...it will pay you to investigate the advantages of these versatile, practical packages.

Available plain or printed with decorative papers and with metal, paper or plastic closures

Illustrated literature showing many interesting tubular package applications, available on request.

NIEMAND

PARIE PRODUKTS

A Niemand Bros. "Packaging Engineer" will be glad to consult with you on your package problem. NIEMAND BROS., INC.

Manufacturers of Paper Tube Products

37-01 Thirty-Fifth Avenue



Long Island City 1, N. Y.

it pays to take a

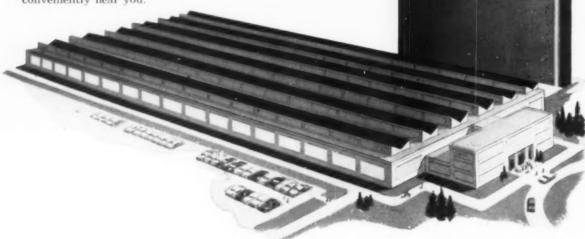
# Plant-Wide Look

which do you have...
isolated scales...or a modern
weighing system to control your costs?

All industry is under pressure . . . to reduce costs . . . raise efficiency. And managements today see weighing in a new perspective—not as isolated scales, but as a vital element in the overall cost-control system. This means the right scales in the right places . . . to supply basic accounting records of materials received, processed, shipped, transferred.

Weight records directly affect costs, inventory control and customer billings. Weights must be right the *first* time. Whether discovered or not, weighing errors can lead to losses in profits and customer good-will.

To assist you with your "weight control" problems, Toledo offers the choice of a complete line of models, plus the experience and services of factory-trained representatives conveniently near you.



#### NEW TOLEDO WEIGHT FACT KIT...

Shows you the job your scales are now doing! This new Toledo Weight Fact Kit will help you determine how well your scales measure up as a weighing system—show you if any scales are "misfits" in capacity, application or location—help you detect weighing inefficiencies that drain off profits.

1t's free—no obligation! So be sure to request yours. Address Toledo Scale Co., 1410 Telegraph Rd., Toledo 1. O



# TOLEDO

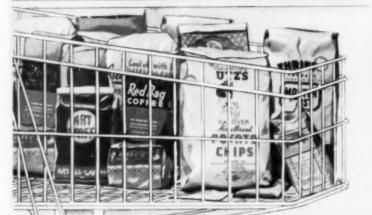
HEADQUARTERS FOR SCALES



TOLEDO SCALE COMPANY



# SOUP TO SOURCE NUMBER NUTS:





This is because Arkell & Smiths has the equipment and experience to design and manufacture in large or relatively small quantities packaging for every conceivable product.

The most important fact in today's retail marketing is that an attractive, informative, eye-catching package can put a product into the nation's shopping baskets quicker and cheaper than any other form of promotion. Arkell & Smiths excells in producing just this type of package.

(AS)

#### ARKELLAND SMITHS

EXECUTIVE OFFICES: SOO FIFTH AVE., NEW YORK 36

Manufacturing Plants at:

Conajoharie, N. Y. • Wellsburg, West Virginia Mobile, Alabama • Hudson Falls, N. Y.

"The Oldest Name in Paper Bags"

At A&S you get a "packaged" service for all your packaging requirements. Send us a sample of your product, and we'll show you what we can do.



# LITTLE OR BIG, DECORATIVE OR FUNCTIONAL



# A Complete Line of Coated Boxboards, and a Comprehensive Coating Service to Fill All Requirements, All Extremes of Modern Day Packaging



Ridgelo

Plus
A CUSTOM COATING SERVICE
FOR PACKAGERS

From the tiny precision-made folding carton printed in multi-color to the giant floor salesman made of tough Kraft, Ridgelo Clay Coatings are invaluable to the final results.

The little carton is a smooth, beautifully printed, Ridgelo standard machine-coated boxboard. The large "silent salesman" is made with a 42# Kraft Liner, coated on a big Ridgelo 93" machine to exact specifications for shade, opacity, and insolubility.

These examples show the range of Ridgelo coating service. Between them are such things as tags, tickets, food trays, multi-wall bags, cartons, and cards. The qualities range from the printing brilliance of porcelain-like #90 Ultragloss coating to the grease resistance of a new pigmented treatment.

If a coating can improve your packaging, and it probably can, we are interested in talking business with you.

Write For Free Samples

# 90 ULTRAGLOSS . # 75 BRUSH FINISH . CUSTOM COATED

STANDARD COATED . METALLIC COATED . POLYETHYLENE COATED

LOWE PAPER COMPANY · Ridgefield, N. J.

An Independent Mill-Serving Industry Since 1906

Representatives . Betreit Joseph P. Giroux . Les Angeles - Norman A. Buist . Philadelphia - Philip Rudolph & Son, Inc. . St. Louis A. E. Kellogg

# Is your name here?

# Here are some of the outstanding converters who use MOSSTYPE "D-MOUNT" **Rubber Plate Printing Cylinders**



... and here's why:

#### MOSSTYPE "D-MOUNT" CYLINDERS

- Cost less than conventional shafted plate rolls . . . enable you to keep more jobs standing
- Assure positive concentricity always . . . shaft centers itself exactly in sleeve bore every
- · Lightweight . . . permit faster running speeds; easier to handle
- Require less space to store
- · Are easy to assemble in integral shrink-fit grip. Fast foolproof assembly-disassembly method requires no skill . leaves nothing to guesswork

MOSSTYPE and "D-MOUNT"

The "D-MOUNT" CYLINDER is a simple 2-part assembly consisting of a featherweight sleeve and interchangeable shaft. The only cylinder that gives you integral-shaft accuracy and demountable core economy.

Write today for the facts about "D-MOUNT" CYLINDERS . . . learn how you can try them on our no-risk plan.

Aluminum Company of America American Cellophane Co.

**Bagphane Corporation** 

Basca Mfg. Co., Inc.

Ben-Mont Papers, Inc.

Thomas Bonar Co., Ltd. **Boyertown Packaging Service** 

Cello-Masters, Inc.

Cellophane Products Corp.

Chalprint, Inc.

Chase Bag Co.

Chillicothe Paper Co.

M. B. Claff & Sons, Inc.

Colonial Envelope Co.

Columbia Paper Products Co.

Commonwealth Press, Inc.

Continental Can Co., Inc.

Durapak Mfg. Co.

Eskimo Pie Corp.

General Shoe Corp.

Groveton Paper Co.

Hershey Chocolate Corp.

Industrial Packaging Co.

International Paper Co.

Maryland Cup Co.

Master Packaging Co., Inc. Oneida Paper Products, Inc.

Package Engineers Co., Inc.

Paramount Packaging Corp.

Pexco Bag Co.

Polypane Packaging Co., Inc.

Poly Plastics, Ltd.

Printpack, Inc.

**Robert Corporation** 

Sherman Paper Products Corp.

Shore Line Industries, Inc.

Smith-Lee Co., Inc.

Specialty Papers Co.

Specialty Printing Co.

Standard Packaging Corp.

St. Regis Paper Co.

Stylecraft Packaging Corp.

Tee-Pak, Inc.

Todd Corp.

Transparent Paper Products Ltd.

Visual Bag Co., Inc.

Vizo Film Pkg. Co.

150 Franklin Turnpike, Waldwick, N. J.

MOSSTYPE

Makers of .

. MOLDED RUBBER PRINTING PLATES

- . CONTINUOUS DESIGN ROLLERS

planeer in the development of modern flexographic printing MOSSTYPE is the largest maker of rubber plates in the world. Our fully-integrated organization includes complete art, pattern engraving, plate-molding, mounting and cylinder-making de-CONTINUOUS DESIGN ROLLERS
 Partments under the same roof . . serves converters and
 RUBBER PLATE MOUNTER-PROOFER MACHINES
 Informative literature about our services at your request.

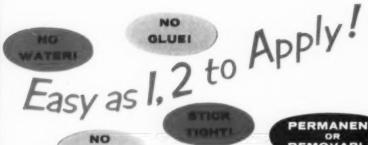
Visit us in Booth 1136 ● National Packaging Exposition ● April 8-11 ● Chicago

# **STEIGERWALD**

# SENSI-STICK

## LABELS

**Pressure Sensitive** 



CLEANUPI

#### Easy to Apply . . . Sure to Stick!

Gone is the glue pot! Gone is water! Steigerwald Sensi-Stick pressure sensitive labels eliminate forever old-fashioned start-up and clean-up labeling machine jobs.

Sensi-Stick simplifies labeling to a 1, 2-pick and stick quick way-Individual labels or Dispenser automatically feeds individual labels on a tape ready for rapid application.

#### Economical - Faster Better for all surfaces

Steigerwald Sensi-Stick labels hold securely on all surfaces -won't buckle, curl or rub off even where others fail and nothing else will hold-choice of permanent or easy-totake-off, surface safe adhesives

#### Beautiful designs

Reproduce your present label just as it is on Sensi-Stick or consider a new design with a choice of gold or silver foil; embossed; lustrous papers and sparkling inks to add an extra note of quality to your product. Use Sensi-Stick to show you the way to the world's fastest hand labeling operation.



CLEVELAND, OHIO A. C. and J. S. Foster 310 Hippodrome Bldg Cherry 1 2468

MEMPHIS, TENN

Harry W. Hogg 18450 Livernois Ave University 2 2144

MILWAUREE, WIS

A B. Mason 905 Jefferson St Victor 2-6580

J. E. and J. L. Mo 3329 Dupont Ave.

A. M. STEIGERWALD CO.

910 W. Van Buren Street Chicago 7, Illinois TAylor 9-5400

# Fish or cut bait

Any FISHERMAN worth his salt swears by his lure . . . as long as it proves irresistible to fish. But fish are known to be tricky numbers at best. So, the search for the irresistible lure goes on and on.

Not to confuse customers with fish . . . none the less they seem to have similar, irritating habits. They are always nosing about discarding this and that . . . always on the prowl for something better, something newer, something more profitable.

Take bakers for example. For years they had accepted shipments of frozen eggs in metal containers. Thawing, handling, cleaning and disposal were considered irrevocable items of overhead expense and major contributors to sanitation headaches.

Then along came SEALKAN . . . a strong, sturdy, plastic-coated cylindrical paper container. The baker simply pulls off the top, slits the sidewall and peels like an orange.

Now, the baker uses ALL the egg and bales the used container for sale as flat waste. Thawing time? Bacteria build-up? Container washing? Not with SEALKAN!

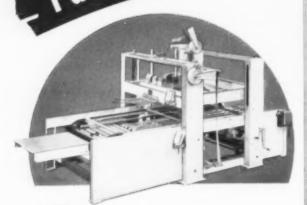
Gentlemen . . . the baker is biting. And can you blame him?

And he is being joined by food processors of fruits and vegetables of all kinds. For the space-saving SEALKAN costs less initially, ships flat, stores flat until needed and . . . perhaps more important to you . . . is in high demand by the ultimate user.

The development of SEALKAN is but one of a long series of firsts contributed by the Sealright Company in the round container field. Known for years as the leader in dairy packaging, Sealright now is becoming recognized as a leader in other industries as well.

Moral: If the package your end product wears today has lost its lure—try a Scalright idea for better fishing tomorrow.



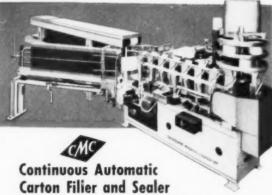


### MC Automatic Taping Machine

Tapes top and/or bottom in one pass.

Can be attached to your present case sealer for fully automatic taping operation or used as an independent taping machine.

Case size range-10 to 22½" long, 5½ to 17½" wide, 5½ to 17½" high and larger. Capacity; 4 to 18 cartons per minute.



Packages granular products automatically at high speed.

Special models package powders, long cut or bagged products.

Measures by volume, net weight or auger feed. Five models to meet widely varying require-



#### MC TUC-PAC Loading and Cartoning Machine

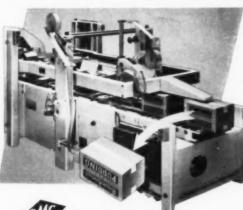
Packages bagged or solid

Attendants put contents for one carton into each conveyor pocket. The machine automatically forms and loads the carton and tucks the flaps delivering a completed carton.

Speed adjustment from zero to 70 cartons per minute.

Furnished for straight, reverse or glue-end cartons.

Automatic loading of product if desired.



#### Automatic Gluing and Taping Machine

Seals cases in one pass with any combination of Gluing and Taping -

- a. Glues and Tapes top and bottom.
- b. Glues or Tapes top and bottom.c. Glues bottom and Tapes top.

Glue application is adjustable. Any part or entire flap may be glued. Bottom flaps may be completely glued and top flaps spot glued.

Quick crank adjustment for height and width. Takes cases from 10 to 225" long.

Tell us about your packaging requirements or send for literature.



CLYBOURN MACHINE CORPORATION

6479 N. Avondale Ave., Chicago 31, III.



Mark tally by the Chambian Paner and Flore Company - House (4), Out 1





## Radiant packaging can be yours with

from the thop furthamer of brown to the dicheste attractiveness of passed pink your product will lend on a appeal of an election of cost in Colors cast. But Wrop, Gift Wrop, or Label paper. Descend for respective cast will be beauty. Colorsast in free from months, scattered and part has exceptent light forms a for the offende in another scattered and the offende is additional accesspend never before a approach are achieved to the mass of sight of the first order and another are pointed by the mass of sights intermined and a second months and advice the

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Columnation manufactured only by

THE CHAMPION PAPER AND PERBLICOMPANY

Beautiful HAMILTON, ORIGI



AN INTEGRAL PART OF THE CONTAINER WHEN MARYLAND GLASS TAKES OVER YOUR DESIGN PROBLEM!

When you drop a packaging problem in our lap, the end result is more than a glass container. It is an idea . . . born of restless imagination, shaped by skilled hands, backed by years of sound experience. Our creative staff gives you a selling package that packs well, ships well and pushes your product on the shelf. For a successful solution to your design problem, contact MARYLAND GLASS CORPORATION, 2147-53 Wicomico St., Baltimore 30, Md.



#### STOCK DESIGNS

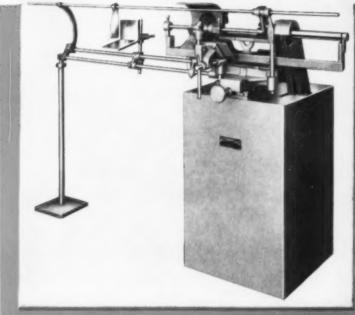
A variety in blue or flint glass and a complete range of sizes is ready for immediate shipment.

PACK TO ATTRACT IN



ANNOUNCING NEW NO. 8A

NEW INDEPENDENT CUTOFF\*



modernized for greater speed... easier operation!

#### INCREASED NUMBER OF CUTS PER MINUTE

Our all new 8A Knowlton Independent Cutoff has been designed and modernized for increased speed and easier operation. The compact, restyled cabinet-base is two feet square and three feet high, which allows the motor to be mounted inside and eliminates the ball clutch and countershaft. This streamlining gives the new No. 8A complete balance, which makes the need for floor bolting unnecessary. Other components have been lightened and the NEW No. 8A can greatly increase the number of cuts per minute, while maintaining a good cut!

Because of the accuracy of the old 6B Cutoff, which has been so popular for so many years, the target

method of tripping has been adapted to the new No. 8A. As in the past the saw travels with the tube but is now actuated by a micro-switch and solenoid. It will pay you to investigate the merits of the new No. 8A.

#### SPECIFICATIONS

| Tube diameter34" to 8" Standard        |
|--|
| (can be furnished up to 10" max. dia.) |
| Cut lengths                            |
| (can be furnished for special lengths) |
| Motor 3 H.P.                           |
| Floor Space                            |
| Shipping Weight550 lbs.                |
| Code WordSteepened                     |

PATENT RIGHTS RESERVED

BOSTON 637 Massachusetts Ave.



BOOKLYN CHICAGO

AGO TORON Clinton St. 888 Di H. W BRINTMALL CO. Los Angeles, San Francisco Pacific Coast Representatives

ROCHESTER 14, NEW YORK



Grow with gravure!

In the year preceding September, 1956, growth in the US has been phenomenal—jobs up more than a million, customers up nearly 3 million, personal savings up \$5.5 billion, and disposable personal income after taxes up \$14.4 billion!

Shopping centers flourish like green bay trees, and the supermarket aisles are crowded, the carts stacked high.

Are you getting your share of growth?

The smartest sellers of branded goods are stopping customers' eyes, turning doubt into demand, moving minds and merchandise—with gravure packaging!

Gravure makes your package stand out on the shelf, adds prestige, augments reputation and response...brings cash to the merchants' tills, re-orders to jobbers, record production for manufacturers.

Gravure gives a quality matched by no other medium . . . and costs less in the long run. The deep-etched, chrome-plated cylinders have longer life, outwear litho plates or letterpress electros.

Whether you package in paper, foil, vinyl, cellophane or other materials, you get the best in gravure from Intaglio.

Intaglio are specialists in the highly specialized field of increasing packaged goods sales by the finest in packaging. Our medium is gravure — and we are masters at every step in the process. We take your original art, produce fine color separations and positives, etch cylinders ... and provide final proofs for approval and the guidance of the printer.

Intaglio processes more fine packages, labels, cartons, and wrappers than anyone in the business...and processes them better—helps some of the fastest growing package brands grow faster!

With two decades of experience... more than 400 skilled craftsmen... three plants with three shifts in New York, Chicago, and Detroit... Intaglio ensures quality production, merits your choice!

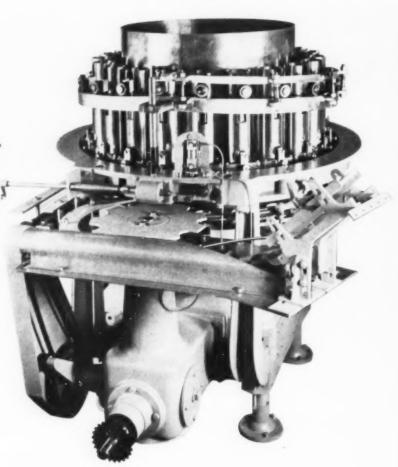
Our six offices are at your service.



# Intaglio Service CORPORATION

America's First Gravure Servicers

305 East 46th St., New York, New York—731 Plymouth Court, Chicago— 1835 Lewis Tower Bldg., Philadelphia—Intaglio-Cadillac, Inc., 40 Hagne Ave., Detroit— 360 Pine St., San Francisco—1932 Hyperion Ave., Los Angeles Announcing
a NEW
Phaudler
biller



# Improved 21-station filling machine offers easier adjustment, greater accuracy than ever before

You can now package your viscous or semi-solid products with new speed and economy.

The new Model RPC-21 gives you smoother, uninterrupted production through 10 advanced design changes. They mean more accurate filling at higher speeds, easier filler control and reduced maintenance. All changes have been production-line-tested on millions of cans in one of the nation's largest canning plants.

So before you buy your next filler, consider these 10 important advantages:

- Smoother container handling with plastic infeed screw.
- 2. Feather touch, non abrasive,

electro-pneumatic "no containerno fill" control.

- New positive positioning filler valve control, easily adjustable.
- New adjustable, double-opentrack container path through filler. Container tilt can be controlled to compensate for centrifugal force, preventing product throwout.
- New accuracy-of-fill control mechanism, conveniently located for safe, easy, and quick adjustment.
- 6. Complete adjustment of fill through full range of cylinder

without additional parts.

- Precise synchronized transfer of filled container to auxiliary or to closing equipment.
- 8. Splined shafts throughout -no keys or pins to fail.
- Access to all gears and shafts through base of filler.
- New simplified changeover for different container sizes.

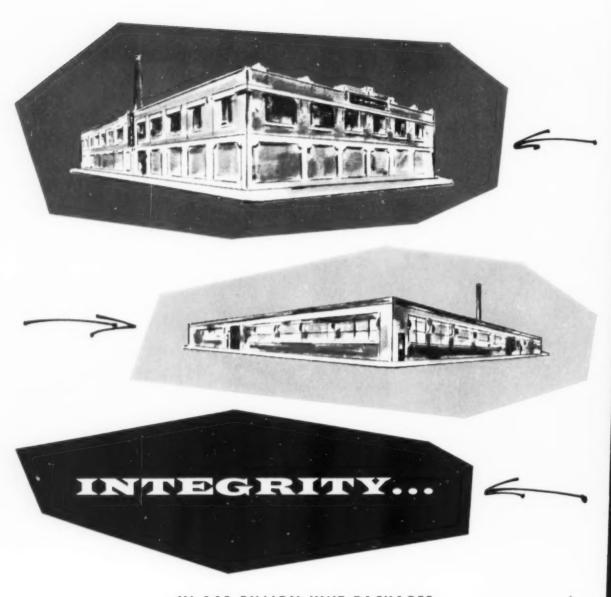
All Pfaudler fillers offer you many primary benefits—such as faster filling, low operating cost, easy cleaning, and accurate filling. For detailed information, contact your Pfaudler representative. Or, write to us direct.

THE PFAUDLER CO.



ROCHESTER 3, N. Y.





#### IN 142 BILLION UNIT-PACKAGES

Integrity in business is honesty in business . . . honesty in the merchandise produced . . . honesty towards one's customers—towards one's suppliers.

For this reason integrity is the very tangible quality that has gone into each one of the more than 142 billion Unit-Packages Ivers-Lee has produced over the past 38 years.

Ivers-Lee customers look upon us as Unit-Packaging experts. They expect from us the perfect packages for their products. They know that we have no interest other than the complete success of their Unit-Packaging plans. They know this because they realize that Ivers-Lee is first, last and always a creative Contract Packager.

They know that the entire Ivers-Lee business structure is built on the keystone of integrity.

Ask to see our Unit-Packaging specialist.



Ivers-Lee is the creator and Contract Packager of Super-Sealtite, the Catchcover, the Tab Pak and a thousand and one other unusual packages for sampling and distributing single or multiple doses of tablets, capsules, powders, creams and liquid Dropettes. A new principle of applying adhesives at high speeds on papers, boards, foils, plastic

## **Adhesives**



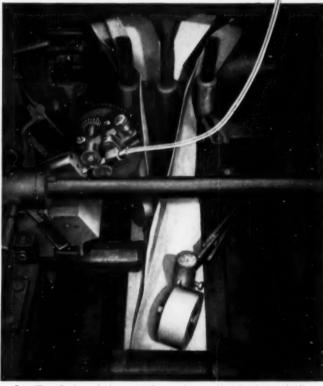
THERMOGRIP applicators are readily adapted to existing machines.

THERMOGRIP adhesives are producing exceptional results in speed and economy in many applications on difficult materials.

On a specialty bag with 13" of side seam, savings are 44¢ per M in adhesive alone. Because it sets instantly, THERMOGRIP used for outside seams in multi-wall bags increases production and improves quality. Slippage eliminated, quality improved and mileage of 40,000" per lb. of THERMOGRIP are being enjoyed by SOS bag maker. Coated flour bags are run in tandem instead of two-stages. THERMOGRIP bonds polyethylene faster than heat sealing.

Perhaps these unique adhesives can save you " money and shorten production time. Clip coupon and mail now for more information.

See THERMOGRIP at Booth 412 National Packaging Exposition, Chicago



Rope-like adhesive melted at point of use on bag machine gives better glue line, faster processing at Shellmar-Bettner Division, Continental Can Co.

SHOE MACHINERY CORPORATION

Industrial Sales Division

140 FEDERAL STREET, BOSTON, MASSACHUSETTS

Rush literature on THERMOGRIP. We are bonding

Position

State

# Here's how SPECIALTY ENVELOPES

# help sell your product!





Most of the largest pharmaceutical houses have gone completely over to small glassine envelopes for bandages, compresses, adhesive pads and similar items. But you can package anything from a tire patch to a tie clasp in the same type envelopes. Low-cost textile items such as hosiery, hair nets, dress shields, handkerchiefs are just a few of the natural items for smart, see-able glassine or cellophane specialty envelopes. And they readily accept all types of color printing.



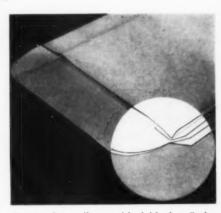
And don't forget component parts of larger items. Screws, nuts, bolts, dials . . . even directions for assembly are safer when given the consideration of a specialty envelope.



These two envelopes—one for 16" flower stakes and the other for minute watch parts—illustrate the wide range of sizes and shapes that can be made. You can sell a million products in specialty envelopes . . . and do it less expensively, more efficiently.

For bulky, thick products, gusseted envelopes allow sufficient room and eliminate stretching and tearing.

Phonograph sleeves hold records neatly and safely, protect surfaces from scratching.



Armor-edge mailers—with rigid edges 8 plys thick—provide ideal protection for flat merchandise or printed matter, supply the added strength needed for excessive or rough handling.

Why not discuss your product with a P. L. Andrews specialist. Simply tell us what it is and what your market objectives are, and we'll make the recommendations. Write or phone today.



47 West 34th St., New York 1, N. Y. · Phone Wisconsin 7-0280

# ... first again

#### ... with new Locking Ring!

Together with The Mennen Company; Imco has developed the Locking Ring. Imco's design engineers have combined a special plug with internal neck construction to create on absolute positive seal: This new safety factor is now a "must" for many spray products. It is an absolute safeguard against plugs popping out.

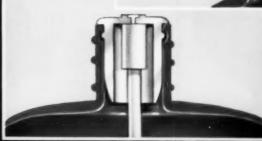




Inside neck of squeeze bottle is. graaved to form concave Locking Ring.



Special spray plug is molded with convex Locking Ring.



When special plug is seated, Locking Ring action insures absolute safeguard against plug popping out.

IMCO BOTTLES CARRY FLE CEL THIS TRADEMARK

## IMCO CONTAINER CORPORATION

Empire State Building, Room 6204 350 5th Ave., New York, N. Y.

27-67 Vine Avenue Toronto, Ontaria, Canada 75th & Cleveland Kansas City, Mo.

608 McCall Building Memphis, Tenn.

Palmolive Building, 919 N. Michigan Ave. Chicago, Illinois

4515 Olive St St. Louis, Mo

5957 South Western Ave. Los Angeles, Calif.

# POTDEVIN **Packaging Equipment**

Reduces Manufacturing Costs!

Speeds-up Production!

Improves Quality!



High speed production of 11"x6"x21" shopping bag or multi-wall baler bags.



Ductor roller design in 6, 9, 12 and 18 inch widths.



CELLOPHANE **BAG MACHINERY** 

Models for single, duplex, flat-and-square, satchel-bottom bags.



S.O.S. GROCERY **BAG MACHINES** 

Converts rolls of Kraft or sulphite paper into finished, trade-marked bags. Adjustable for 1/4 lb. to 35 lb. inclusive



Wide range of types and sizes including one to six colors for drinking cup paper, coffee, sugar, flour bags, cello-phane, glassine, parchment etc.



Automatically feeds, applies glue, dries and delivers to next station for further station for further



FLAT & SQUARE (Tucked) PAPER BAG MACHINES

High speed production of grocery, notion, millinery, and large specialty bags. Adjustable for large range of sizes.



For any type hot or cold material. Sizes up to 54 inch widths and larger for sheet or roll coating.



High speed combining of glued mate-Finds up to  $\frac{1}{2}$ " thick and 42" wide. For hand feeding flat sheets or in production line for web materials.



COLLAPSIBLE TUBE LABELERS

Applies 32 slip labels per min. to collapsible tubes. Automatically forms label and ejects label on tube. Ma-chines for ½, ¼, ½, 1 ounce tubes.



Thermoplastic la-belers in 1, 2, 3, 5 and 10 cc sizes. Hopper automatically feeds vial or ampule for labeling and coding.

SACK (Satchel-Bottom) PAPER BAG MACHINES

Wide range of sizes for making single

or multi-wall poultry, charcoal, potato, flour sacks and shopping bags.

Visit Booth No. 1133 at Packaging Show



POTDEVIN MACHINE CO.

POIDEVIN has been designing and building superior quality equipment for the packager since 1893. Consult our engineers on any problem. No obligation. Write for detailed information on any equipment illustrated in this ad.

244 North St., Teterboro, N. J.

Designers and manufacturers of equipment for Bag Making, Printing, Coating, Laminating, Gluing and Labeling.

# **Colorful Packages Stand Out!**



• • • the right colors on your food product wrappers can be the difference between making and losing sales. Because the correct colors—in proper balance with brand identification and mouthwatering Taste Excitement serving suggestions—can give your food product a "package personality" that stands out and sells on crowded supermarket shelves.

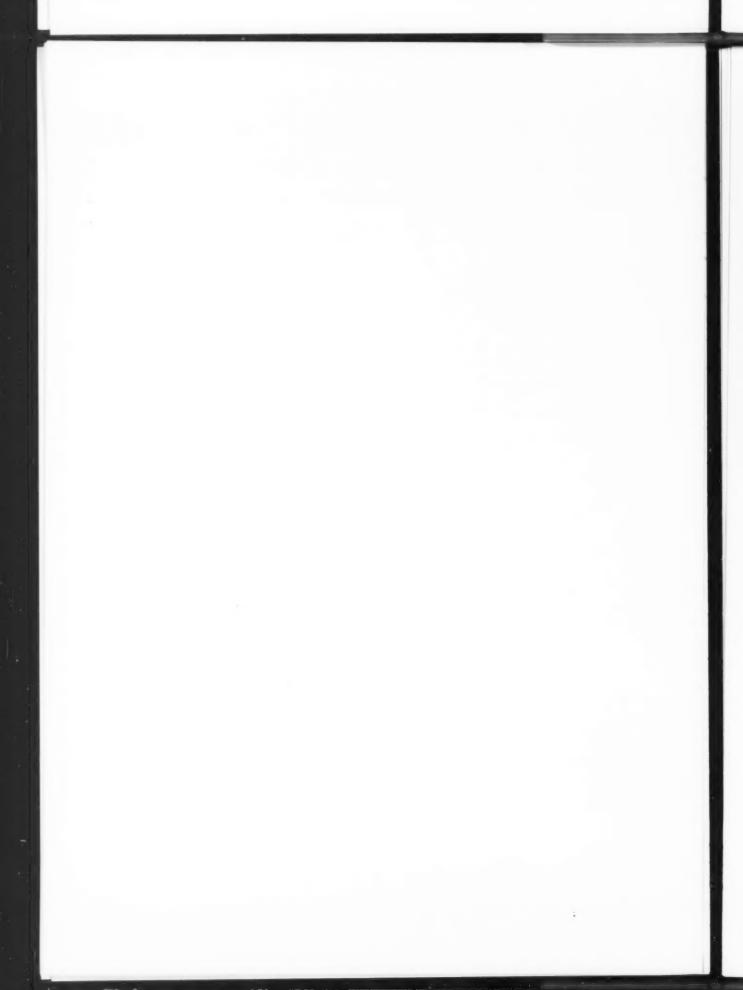
But remember that modern package design is a science. Put your food products in colorful wrappers that sell against all competition. Use Western-Waxide's specialized knowledge and experience to solve your packaging problems or consult a qualified independent package design expert.

Increased Sales ...by Design!



# CROWN ZELLERBACH CORPORATION

PLANTS AND SALES OFFICES: SAN LEANDRO AND LOS ANGELES, CALIFORNIA - NORTH PORTLAND, OREGON - ST. LOUIS AND KANSAS CITY, MISSOURI SALES SERVICE OFFICES: Akron - Atlanta - Chicago - Cincinnell - Dallas - Denver - Mamphis - New York City - Omaha - Salt Lake City - Spakane - Saattle © CZWW - 1291-C







MERCHANDISING IDEA

MOST POWERFUL
SALES STIMULATOR
AT THE
POINT-OF-PURCHASE

PROVEN
SHOPPER!



SEE ...

NOT ONLY FINEST
QUALITY PACKAGING—
BUT AN EXTRA "PLUS"
TO HELP YOU SELL

See for yourself how the new J-E idea can give you a big advantage over competition.
Send us your present container and we will "plus" it without changing your design or printing.
Better yet — send us your product for packaging ideas and profit from top design talent. Prompt action on your inquiry with price quotations where requested.

WORLD'S LARGEST SPECIALISTS
IN SEMI-RIGID PLASTIC
CONTAINERS



J-E PLASTICS MFG. CORP.
555 WEST 2380 STREET, NEW YORK 11, N. Y.

OREGON 5-6789



Above are two new Hamilton can bodymaking lines, including the new 501 Hamilton Bodymaker and Soldering Machine units, recently installed at Hershey Chocolate Corp., Hershey, Pa.

# Newly designed can bodymaker cuts down on shutdown time

Hamilton's newly designed No. 501 Bodymaker and Soldering Machine represents the latest development in can making equipment. One of its many features is a central drive shaft, which means less linkage, lower maintenance costs, and shutdown time reduced to a minimum. All crank-actuated motions are from this central drive shaft. Automatic stops are provided throughout as a safety feature if a jam should occur.

This No. 501 Bodymaker is Hamilton's latest development in the world's most complete line of can machinery. Other modern Hamilton bodymakers and related machinery are available to produce all sizes of sanitary and general line cans. Write today for detailed literature on Hamilton Automatic Can Making Machinery. Hamilton Division, B-L-H Corporation, Hamilton, Ohio.

#### Hamilton Division Hamilton, Ohio

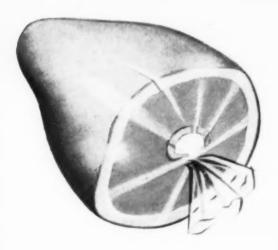
BALDWIN · LIMA · HAMILTON

Diesel engines · Mechanical presses · Can making machinery · Machine tools



# ACMETITE WRAP Baco





#### Shrinkable plastic film

- Complete transparency
- Maintains meat color
- Prevents meat shrinkage
- Excludes air, moisture, gas, dirt
- Handles fast, easily, economically
- Weights and thicknesses to specification
- · Lowest wrapping cost

For complete information and samples write

ACME

# BACKING CORPORATION

CANAL AND LUDLOW STREETS, STAMFORD, CONN.

SPECIALISTS IN FLEXIBLE PACKAGING, IN STOCK OR DEVELOPED ON ORDER



# IS YOUR ADHESIVE REQUIREMENT DIFFERENT?

## Here Are **7** New FEDERAL Developments Meeting With Excellent Customer Acceptance

ADHESIVE B3P — FOR PLIOFILM & SARAN Tested and approved by Goodyear Tire & Rubber Corp., manufacturers of Pliofilm. Unsurpassed for machining properties as well as adhesion to paper and board. Ideal for window cartons and combination bags.

#### ADHESIVE 3075 POLYETHYLENE

For general application of polyethylene to all paper and board surfaces. Excellent machining. Dries to a permanently tacky film which can also be used wherever a pressure sensitive adhesive is required such as paper roll splicing

#### FOIL CARTON GLUES

GRADE X93 - For Brown 'N Serve boxes made on Brightwood type machines. Bond resists oven heat.

GRADE F83 - For straight line and right angle machines.

Resin emulsion reactivated at 250° F. Excellent adhesion to MST Cellophane, glass, paper, fabric, etc. Jewelry boxes, packaging, etc. Non-blocking

#### WATER RESISTANT BOTTLE LABEL GLUE

Meets Federal Spec. UM-186 and all labeling where water and alcohol resistance are required. Machines perfectly on New Jersey and all other automatic and semi-automatic labelers. Non-crystallizing.

A fast drying resin emulsion that will withstand even boiling water. Highly adaptable for drinking straws, bonding of woods, paperboard, textiles, etc., to each other or to porcelain, steel, glass, etc.

#### **BOTTLE LABEL ADHESIVES**

silicone treated bottles.

A fast setting good machining dextrine gum for

#107 - For New Jersey, Pneumatic and other automatic labelers.

#133 - For World, Ermold and other semi-automatic machines.

Consult FEDERAL ADHESIVE-SPECIALISTS for tailor-made adhesives to solve your particular problems

Complete line of Glues, Pastes, Gums, Resins

Complete line of adhesives for all plastic packaging films

Glues to meet all Government Specifications

Write for Complete Information



Adex Manufacturing Co., 140 N. Kresson St. Beltimore, Md



#### CAN SUPPLY THE APPROPRIATE MACHINERY

- ... if you package products such as flour, salt, sugar, beans, lentils, rice, macaroni, coffee, tea, soap powder and razor blades.
- ... if you wrap and bundle.

or write direct to

... if you print, punch and cut cartoning or bag material.

For literature and detailed quotations on economical high speed HESSER machines to meet your requirements, please contact our exclusive authorized agent in your area: 26th National Packaging Exposition, Chicago, April 8-11, booth No. 994

EASTERN U.S.A.:

GEVEKE & CO. INC.

25 Broadway, New York 4, N.Y.-USA

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Color-power is sales-power. Those pellets of FORMACOLOR give your finished product the bright color, the RIGHT color, the color with the impact and the stop-look-and-buy appeal.

All the approved pigments required to achieve a rich and uniform finished color are contained in FORMACOLOR. It's made to be diluted at a ratio of **four to one** and costs no more than, a few pennies a pound.

Westchester Plastics, Inc. knows that at the consumer level, the color of the bottle is as important as the product it contains. FORMACOLOR is one of the many color concentrates, for polyethylene and most other thermoplastic materials, pre-

pared by Westchester with this aim in mind...to command consumer attention. Advise us of the resin you intend to use and the color you need. We will forward you a sample for evaluation by your staff.



# WESTCHESTER PLASTICS, Inc.

326 WAVERLY AVENUE, MAMARONECK, N. Y. • Mamaroneck 9-5980

Custom Compounders of Polyethylene Molding Powder and other Thermoplastic Materials

Manufacturers and Developers of Unicolor and Formacolor

Pliothene, Formecolor, Unicolor® T.M. Reg. U.S. Pat. Off.

WESTCHESTER

PLASTICS

Containers that sell



Again



Again



and Again



customers like them

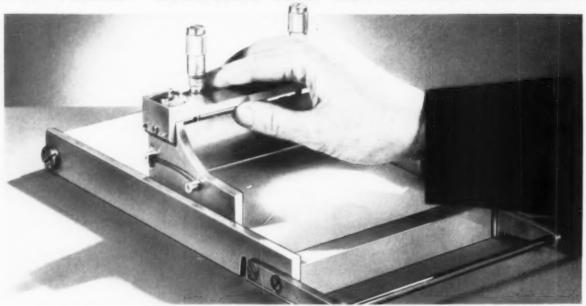


High selling power and ease in use are typical of the lithographed metal containers produced by J. L. Clark... containers that inspire repeat business. Here, complete service is available to you—engineering for structural design, the Impulse Design Studio for creative artwork. Here is craftsmanship in lithography, in flawless fabrication. Complete information is available in our full color booklet, "Merchandising Magic." Write for your copy today. J. L. Clark Manufacturing Co., Rockford, Illinois; Liberty Division Plant and Sales, Lancaster, Pa.; New York Sales Office, Chrysler Bldg., New York 17, N. Y.

Lithographed Metal Containers J. L. CLARK



# Low Cost MICRO-THIN Film Gives Top Performance With New PAISLEY "Controlled Tack" BOTTLE LABELING GLUES



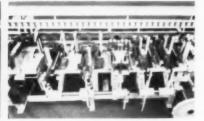
MEASURING FILM THICKNESS of new Paisley High Speed Bottle Labeling Glues with modern Micrometric laboratory equipment.



crystallizing Bottle Labeling Glues with laboratory coating equipment.



PNEUMATIC SCALE'S 5" Duplex McDonaldtype machine labels 150 jars per minute with speedy "Controlled Tack" Paisley Glue.



CLOSE-UP EXAMINATION of glue pots shows clean machining qualities of Paisley Glues at all speeds.

## Save With These High Speed Bottle Labeling Glues

New Paisley Bottle Labeling Glues give TOP PERFORMANCE PLUS .. the PLUS is COVERAGE .. to step up production, cut costs. Scientific and practical plant tests show the low cost Micro-Thin film of these "Controlled Tack" Glues gives better adhesion at higher speeds on a wider variety of paper stocks. \* Humidity resistance is assured through

rigid checks . . each batch a minimum of 5 days at 100°F 90% R.H. as standard procedure! Non-crystallizing, these new Glues will bring new efficiency to your bottle and jar labeling operations . . new beauty to your packages, no matter what type of equipment you use. \* May we trial-ship you a 5-gallon demonstration quantity at special drum price, right away?

#### SUPERIOR ADVANTAGES:

- 1. CONTROLLED HIGH TACK
- 2. GREATER COVERAGE
- 3. BETTER ADHESION
- 4. CLEAN MACHINING
- 5. NON-CRYSTALLIZING
- 6. HUMIDITY RESISTANCE 7. SPREADS QUICKLY, EVENLY
- 8. CUTS COSTS CUTS WASTE



#### PAISLEY PRODUCTS INC. DIVISION OF MORNINGSTAR, NICOL, INC.

630 W. 51st Street, New York 19, N.Y. e 1770 Canalport Ave., Chicago 16, Illinois. Headquarters for Glues, Pastes, Resin Emulsions, Latex Cements & Related Chemical Products for all Packaging, Labeling and Industrial Manufacturing Operations. Plants: New York . Chicago . St. Louis . Los Angeles . San Francisco. Offices in all principal cities. In Canada: Morningstar-Paisley of Canada, Ltd., Toronto.

"We ran the 'Old Mr. Boston' label on our Original Heidelberg Cylinders, the finest presses we have been privileged to own in 50 years," states Mr. Frank Gainsboro, President of Strathmore Press, Boston.



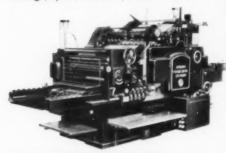
#### ORIGINAL HEIDELBERG CYLINDERS REPRODUCED THIS QUALITY LABEL

"The Original Heidelberg Cylinder eliminates press make-ready and gives us hairline register under all conditions. The OHC never slurs, thanks to its rigid free-from-deflection cylinder and unique gear mesh system that synchronize form bed and cylinder throughout the entire printing cycle.

"Other built-in advantages are:

A superior inking system for finest distribution and form inking which drastically cuts ink bills; a built-in 60 second wash-up device for easier clean-up and tremendous Dollar savings; a one-shot central lubrication system and anti-offset spray guns ... these and many other time-saving features add up to greater productivity with superior quality."

Watch the Original Heidelberg Cylinder and Platen presses in operation at the National Packaging Show, International Amphitheatre, Chicago, April 8th to 11th, Booth #1080.



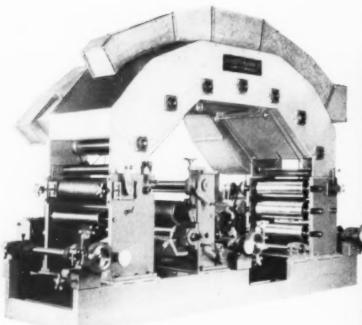
ORIGINAL HEIDELBERG

#### HEIDELBERG SALES AND SERVICE

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With many "FIRSTS" to its credit

SEE INTA-ROTO'S

### "LAB-MASTER"

AT BOOTH NO. 329

Many flexible packaging "firsts" have been developed on the "Lab-Master". Laboratory men will welcome this opportunity of being able to show their principals one of these ideal machines.

Designed primarily for laboratory use in processing aluminum foil, transparent films, paper and board, the DeLuxe "Lab-Master" is also used to reflect the results from regular production machines. It can also be modified to operate as a small production unit.

The machine on exhibit is only one of many produced for testing coatings, inks, lacquers, adhesives and hot melts. Also for the development of laminated and coated flexible packaging materials.

A machine similar to the one pictured is installed at the laboratory of Alcoa, New Kensington, Pa. Similar machines at Commercial Ink & Lacquer Co., Polymer Industries, Remington Rand, Dupont.

#### OTHER INTA-ROTO MACHINES FOR THE CONVERTER



Also a complete Rotogravure base cylinder and engraving service.



INTA-ROTO MACHINE CO., INC.

P. O. Box 454, Byrd Airport, Richmond 3, Va. • Phone: Fairfield, Va. 4181 • Teletype: Fairfield 435, Richmond, Va.

CUSTOM MADE

## FISHER'S

ALUMINIUM

FOILS

FOR PERFECT PACKAGING



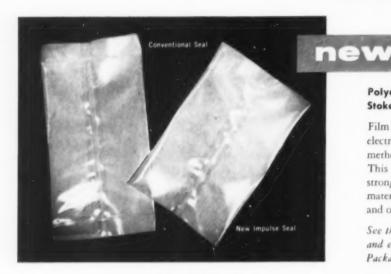
FISHER'S FOILS LIMITED, EXHIBITION GROUNDS, WEMBLEY, MIDDLESEX, ENGLAND
Tel: Wembley 6011

Cables and Grams: Liofnit, Wembley (A.B.C. Code 6th Edition)

#### **Don't Miss**

these new packaging developments at the AMA Packaging Exposition!

**BOOTH 821** 



#### Polyethylene impulse seal with Stokeswrap eliminates film waste

Film savings made possible through a new electronically controlled impulse sealing method are graphically illustrated at left. This new impulse technique provides a strong, positive seal on such thermoplastic materials as polyethylene, pliofilm, vinyl, and other heat-sealing films.

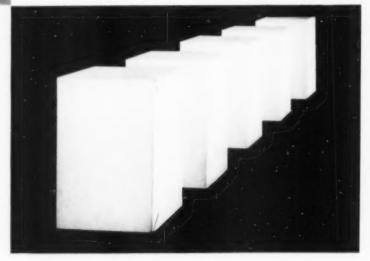
See the Stokeswrap with impulse sealing and electric eye registration in operation at the Packaging Show in Booth 821.

#### new

Sift-proof, moisture-proof packaging without an inner-liner or overwrap achieved on the high-speed "EH" Neverstop

Free-flowing products can now be filled and sealed in cartons at the rate of 350 per minute. Using hot melt adhesive, cartons are sealed under pressure and refrigeration with reactivation of the adhesive assuring air-tight, sift-proof sealing. A unique vibratory feed is electronically controlled to assure accuracy of fill, automatically compensating for fluctuations in product density.

See this cost-cutting development in operation at Booth 821.





STOKES & SMITH CO.

4904-M SUMMERDALE AVENUE, PHILADELPHIA 24, PA.

Pacific Coast SIMPLEX PACKAGING MACHINERY, INC., 534-23rd AVE., OAKLAND 6, CALIF.

fmc

SURSIDIARY OF FOOD MACHINERY AND CHEMICAL CORPORATION

## $fm\ell$ presents ${f 2}$ great

## Casing Machines

#### For Continuous Automatic High-Speed Line Operations



Requiring only a single operator, the versatile "Sure-Way" brings important economies wherever it replaces manual or semi-automatic package casing operations.

Man-hours alone can be reduced up to 70 and 80%. Even with its high capacity—up to 240 packages per minute—the "Sure-Way" is near-human in gentleness to packages, overwraps and labels.

It's compact, too—in some installations space requirements are cut as much as 80%. Other features include:

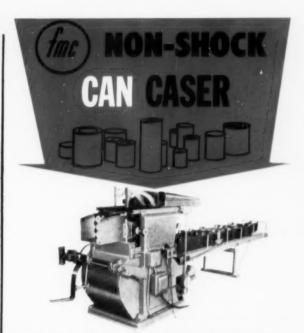
Complete safety through automatic controls.
 Gentle compressed air used for actuation.
 Broad flexibility of loading patterns.
 Handles variety of case and package sizes.
 Loads top or end apening cases.
 Small power requirements—one ½ HP motor drives both feed and discharge conveyors.
 How maintenance costs.

Typical products handled include cosmetics, cereals, detergents, bar soap, sugar, cake mixes, small packaged machine parts, oleomargarine, cigar boxes, frozen foods, etc.

\*Exclusive Distributors, Food Machinery and Chemical Corporation

See the Sure-Way Package Caser on display at the 26th National Packaging Exposition in Chicago, Booth 821





Smooth and gentle as its name, the FMC "Non-Shock" caser places cans into cases completely free of damaging impact to cans, labels or product.

Speeds up to 1200 cases per hour can be attained, limited only by the speed of the single operator. Automatic in operation, the filled case lowerator arm and tiered can pusher arms are activated as empty carton is slipped over loading chute.

Cans enter machine in *upright* position, move smoothly down woven wire belt. There's no rolling, no seam-to-seam impact nor seam-splitting action of steep gravity-roll contact.

Compact and flexible, FMC "Non-Shock" Casers are ruggedly built for long life, handle specific can sizes and certain combinations from 202 x 308 packed 6 x 8, to 603 x 700 packed 2 x 3.

#### FOOD MACHINERY AND CHEMICAL CORPORATION

Canning Machinery Division

General Sales Offices: WESTERN: SAN JOSE, CALIF. - EASTERN: HOOPESTON, ILL.



#### Features of NEW MODEL 24-75

- Produces Side-Weld bags with flat or gusset bottom—and variable lip. Speeds up to 130 bags per minute, "two-up" from tubing; and up to 65 bags per minute from flat stock.
- Automatic stacker handles single bag runs or "two-up," assuring maximum operating efficiency. Can be ordered for right, left or end delivery.
- Power driven center folding section with continuous feed, positive automatic lip-size control, and constant film tension eliminates center-fold forming problems.
- Additional attachments include an electric eye for registering printed roll stock, and hole punches for perforating film.
- Tubing slitter, adjustable across the tubing width and also for variable lip-size, provides "two-up" bag making operation with no slitting waste.
- Cut-seal head produces neat fluid-tight Side-Weld with exceptional strength. Water cooled frame insures tight seal through gussets or folds.



Center Fold Attachment provides centinuous power unwind, automatic lip-size central and constant film forming tension.

See it in operation - At Booth No. 822

#### Also See:

Simplex Model "300" Hi-Speed, Age Mg/M Cellophane Bag Making Machine 26th AMA
NATIONAL PACKAGING EXPOSITION
April 8-11, 1957
Chicago



#### SIMPLEX PACKAGING MACHINERY DIVISION

FOOD MACHINERY AND CHEMICAL CORPORATION 534 - 23rd AVENUE, OAKLAND 6, CALIFORNIA

Pereign Soles: PMC Expert Dopt., P. O. Box 760, Son Jose 6, Colif. ICoble Address: POODMACHINI

REPRESENTATIVES IN ALL PRINCIPAL CITIES



Here's the answer to your problems of how to-

## Package Wrap with Poly

Continuous feed CAMPBELL WRAPPER automatically wraps and seals products in poly at high speeds without static interference!

See it-

WATCH TH MACHINE

JUST LOOK AT THESE HIGH SPEED PRODUCTION ADVANTAGES —

- Neat, close fitting attractive wrops
- Continuous high speed production

1034

NATIONAL PACKAGING EXHIBITION APRIL 8-11

Wraps square, round, oval, cylindrical or irregular shaped products with equal ease



- Saves labor with one person operation
- Controlled dwell time insures
   positive tube and cross-sealing
- Constant, automatically regulated heat controls
- · Wraps without crush or breakage

It takes a CAMPBELL Wrapper to handle POLYETHYLENE automatically and still provide trouble-free, high speed packaging production. Exclusive "float" wrapping from continuously fed roll stock is the answer. In operation, tubing is formed from the Polyethylene web and "floated" around the product. Package is then sealed lengthwise, ends formed, sealed, and cut o length — at speeds up to 60 units per minute! There is no static interference

slow-down or stoppages as in most sheetwrap processes. On the Campbell Wrapper, Poly cross-sealing is controlled to provide the dwell time necessary for a positive seal. Investigate this modern, advanced design wrapper. You'll be amazed at the wide range of product shapes it can wrap — how much it saves in time, labor and materials. Send us a sample of your product so we can advise how the Campbell POLY-Wrapper may solve your particles.





HUDSON-SHARP MACHINE CO.

GREEN BAY, WISCONSIN

fmc

SUBSIDIARY OF FOOD MACHINERY AND CHEMICAL CORPORATION

# Who knows about SPECIAL ADHESIVES for MYLAR\* laminations?

Mylar adhesives have to be as versatile as the famous polyester film itself. Bond strength, clarity, resistance to light, even flow for machineability, affinity for a variety of surfaces . . . all are features needing careful control.

At Angier Adhesives, hundreds of laboratory and test hours have been focused on Mylar adhesives alone. There is an Angier adhesive for laminating Mylar to itself or to most other materials . . . to sheet metal as a lining . . . to aluminum foil as a vapor barrier . . . to leather as a surface protective . . . to vinyl film for decorative purposes . . . to asbestos paper for wire insulation, etc.

Who knows about Mylar adhesives? We ought to have most of the answers you need. Try us.

\*MYLAR is DuPont's registered trademark for its brand of polyester film.

Write for more information on Angier's SB-6300 Mylar Adhesive Series.

For EVERY Industry: Latest developments in adhesives for Sandwich Panel Construction, Vinyl Film Bonding, also Rubber, Latex and Resin Cements, Pressure Sensitive Cements, Flocking Cements, Laminants, Sealants, Tie Coats and Resin Emulsions.

### Angier Adhesives

Division of Interchemical Corporation

120 POTTER STREET, CAMBRIDGE 42, MASS.



Midwestern Plant: Huntington, Indiana whatever you

SPONGE

Orip-O-lator

Pabel.

automatically or manual...

will give you the Best in EFFICIENCY in ECONOMY in "SALES-POWER"

available at Tompkins' Label Service to serve you

FOR A COMPLETE LABEL SERVICE MAIL COUPON TODAY - NO OBLIGATION

Booth 26th Annual

GROUND BEEF

BLACK

RCO CANDIES

City\_

Yes, we are interested in seeing what Tompkins' Label Service can do for us.

As per the attached sample or rough sketch with copy.

We use aprx.... \_M Labels per year. TYPE OF PRODUCT, PACKAGE OR FILM)

(WIDTH X DEPTH)

SEND Representative Quotation Redesign Neipful Suggestions

Square-cut Gummed Firm.

Ungummed Address. Other

Zone\_

State

PLEASE CHECK

Sensitive

Greeseproof

Pressure

Heatseal

Rell

\_ Begtop

Die-cut



### Stand still and MOVE!

A tough assignment, but Gardner has the answer. At the point of sale some cartons must stand in line with competitive products and wait for the prospective buyer to pass by and make a selection. A Gardner carton can help you win this "eye-for-aneye" fight. Years of experience in the field

of carton designing has made it possible for Gardner craftsmen to combine the necessary requirements for making "selling cartons."

If your product must meet competition from shelf to shelf, give your product the finest . . . a carton by GARDNER.



See us in BOOTH 883 · National Packaging Exposition · April 8-11



Many of America's great products reach the consumer in "Cartons by Gardner"

PLANTS: Middletown, Ohio; Lockland (Cincinnati), Ohio; Springfield, Massachusetts (Gardner-Brooks, Inc.)
SALES OFFICES in Chicago, Cleveland, Minneapolis, New York, Philadelphia, Pittsburgh, St. Louis, Greensboro, N.C.

THE GARDNER BOARD AND CARTON CO.

Middletown, Ohio



Manufacturers of Folding Cartons and Boxboards









FROM THE GARDNER GALLERY OF FAMOUS AMERICAN PACKAGES

#### PAPER NEEDS THE "TOUCH OF TALENT"

Seventeenth century papers used by the butch were generally handbade from flax or "rage." Far too much of a luxury for wrapping purposes, still, they needed the touch of talent to become priceless.

Add the genius of Rembrandt to rag paper, ar.3 you have a seventeenth century etching any art lover would covet. It is this same principle Nashua uses to create unique, compelling packaging from paper.





of a collector's item—be the collector a museum curator, or a housewife buying an irresistibly packaged product.

NASHUA PACKAGING TALENTS AVAILABLE TO YOU...Creative Design • Paper Chemistry • Package Engineering • Coordinated Packaging • Quality Production • Procurement Versatility





#### **MODERN PACKAGING**

March 1957

Val. 30, No.

## Corrugated goes beautiful

Freight docks and stockrooms
are blossoming with color,
as improved materials,
design and printing skills
lift the shipping box out of the shadows
into a selling role

ook again: it's a corrugated box! In steadily increasing numbers the workhorse of the carton field—the corrugated box—is going beautiful.

Everything from dog food to champagne is being packaged or shipped these days in both slotted and die-cut corrugated cartons that display a quality of printed design previously found only in consumer-unit packages, with the use in many cases of multicolor printing, interesting patterns and fine pictorial effects. The trend to bleached kraft liner for a whiter printing surface and improved techniques for printing on corrugated are responsible.

Both large and small packagers are using the new techniques and materials now available in corrugated packaging. Two factors seem to be common



Whole promotion for Maytag's "thrifty" new Highlander washing machine is built around Scotch plaid design printed in red, green and black on natural kraft of corrugated shipper. Container by Gaylord.

to nearly all the products following this trend to handsome corrugated boxes.

▶ The packaged product is a high-volume, fast-turnover item.

It is on view at one or more important points in the course of merchandising.

The users of colorful corrugated include several detergents (oversize boxes of Ad, Tide, Dash), Helene Curtis permanent waves, Turtle Wax auto waxes, Bell & Howell cameras, Baby Ruth candy, Maytag automatic washers, Admiral television sets, Jif peanut butter, Gypsy Kart laundry carts, Sara Lee baked goods, Seagram's whiskey and Bardenheier wines.

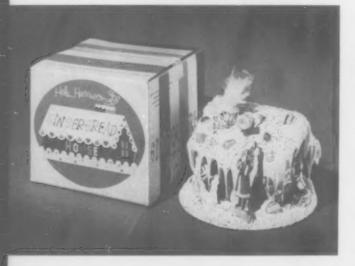
In some cases, as with the detergents and the gift telephones, the corrugated container is the direct product package; in others it is primarily a shipping package, although offering obvious store-display possibilities. In either case, the point is clear: It is now practical to decorate corrugated with a kind of multicolor beauty which only five years ago would have been considered impossible.

The corrugated-box industry has made a succession of improvements. It's difficult to say whether the improvements came as a result of demands by packagers, or whether packagers are merely taking advantage of the advances instigated by boxmakers. Probably there is some of both factors.

Among the important changes are these:

1. Bleached kraft liners and the less white and

It takes the cake in style to customers of Helen Harrison, Chicago. This is a fine example of what can be done with professional design. Natural kraft corrugated surface, printed in two passes on a two-color press, uses three colors: brown, aqua, red. Note glass filament sealing tape, used for minimum interference with design. Design by Martin Goldsholl; box by Stone Container.



less costly "oyster white" liners have been introduced. Although both are more expensive than natural kraft liners, many packagers are finding the added expense worth it. Such liners provide a white or neutral background that will make printed colors stand out. Even pastel colors can now be used effectively.

Most multicolor beautiful corrugated boxes are using the "B" flute medium, with 50 ridges per lineal foot, for a smooth printing surface. Cost of white liners may range anywhere from 5 to 45% above that of natural kraft. Added cost depends upon the particular job, with a 20% increase being perhaps the average impost for a white liner on a typical carton.

2. Working hand in hand with the whiter liners is the wide choice of colored and patterned liners now available from corrugated-box manufacturers. These decorative effects convert natural kraft (and sometimes bleached kraft) to striking and often elegant papers. Special finishes included linen weaves, wood grains, stipples and other designs, Against such lighter, distinctive backgrounds, the packager can use a wider range of designs and colors.

 Tonal gradation reproduction has been introduced, which gives a halftone-like pictorial representation.<sup>1</sup>

4. Newer, fast-drying, glycol-based (moistureset) inks have added greater latitude in production. Printing speeds have been increased and drying time has dropped from days to hours. Cartons can make two passes through a two-color press the same day.

5. Four-color presses are now available in some corrugated-box plants and, because of demand, at least one manufacturer is currently installing such a press in one of his larger plants. This is not being done to meet a few isolated demands for multicolor; the box manufacturer expects to sell a great volume of multicolored corrugated to many customers to justify the investment.

6. The two-color press which is standard in corrugated-box plants is being called upon for extra colors. Many packagers now are willing to absorb the cost of two passes through the press to achieve three or four colors on their cartons.

7. Some corrugated-box manufacturers are using split-fountain runs to give from three to 12 colors on a two-color press. Use of this multicolor technique, which has developed within the last year and a half, calls for a careful selection of colors, well-planned design and controlled printing. Split-fountain printing cannot be applied to all jobs.

<sup>&</sup>lt;sup>4</sup> See "Pictorial Printing on Corrugated," Monray Perkaning, Aug., 1953, p. 96.



COLOR PLATE COURTEST STONE CONTAINER CORP.

8. Transparent inks are being used to produce three colors from two by overlapping the two colors in certain areas. Again, the design must lend itself to this technique.<sup>2</sup>

#### Merchandising factors

In addition to the steady progression of technical improvements, merchandising factors have also played an important role in accelerating the use of beautiful corrugated.

 $^2$  Sec "Handsome and Economical Two-Color Printing," Modeen Packwers, Nov., 1956, p. 120.

1. There is a marked trend toward greater use of color in all merchandising—from the products themselves (plaid refrigerators, striped tooth paste) to the containers. Color helps to individualize a company, reinforce brand memorability and make a carton outstanding among competitive containers.

This is as true of shipping containers as it is of folding cartons.

2. Warehousemen and retailers are asking for better shipping-carton identification. One request of the Inter-Industry Food Packaging Committee and a joint report of several grocery associations



Even for the dogs, the added cost of blue and yellow printing on bleached kraft liner, plus carry-handle construction, is found by Quaker Oats to be salesworthy. Similar cartons are used for super-size detergents. Box by Container Corp.



Split-fountain technique is used in printing Helene Curtis paste-colored shipper for "Go Gay" permanent-wave kits on a two-color press. (For package story, see p. 164, this issue.) Bands of fuchsia and yellow create brilliant background; where the bands overlap, an orange blend results. Both the artwork and copy appear in black. Container by Lanzit Corrugated Box. Co.



Circus excitement of Turtle Wax container assures greater use of the shipper in displays wherever it goes. Three-color printing on white liner board was first tried three years ago, Now all cartons are ordered this way. Container by Owens-Illinois Glass Co.

call for greater use of color for coding and easier recognition.

3. More shipping cartons are being used in store display, some in planned arrangements and some not. Informal exposure of shippers is especially true in supermarket operations, where retailers will dump corrugated boxes in aisles to keep abreast of buying during rush hours. Packagers of fast-selling products are becoming more aware of the display value of corrugated boxes, whether they are in a deliberate display or are stacked next to shelves for easy stocking. Many manufacturers are aware of the advertising value of emptied cartons used to carry home purchases from supermarkets.

4. The professional package designer is turning his attention to this long-neglected aspect of merchandising through packaging. Packagers are using expert design assistance both from art staffs of corrugated boxmakers and from independent design organizations. The designer provides the necessary correlation between merchandising needs and printing skills.

#### Market reaction

Most packagers who have ventured into the added cost of a decorative corrugated container seem to be convinced that it has been, for them at least, a good investment. Quickening sales tempo and excellent trade and consumer reaction are cited by most users, although, as in all such cases, it is impossible to determine just how much of any sales step-up is due to the package change.

Users comment, almost invariably, on the advertising and prestige value, the quality atmosphere a beautiful corrugated case lends to the brand and the encouragement it gives to mass counter and floor displays. They seem to regard the extra cost as an advertising expenditure—which is probably the best way to look at it.

Among the pioneers in this trend was the Admiral Corp., Chicago, makers of television, radio, phonograph and other appliances.<sup>3</sup> After five years of experience, this is the conclusion of an Admiral marketing official: "Though it's virtually impossible to prove beautifully printed corrugated pays in dollars and cents, the intangible advertising it performs justifies the cost." A new Admiral corrugated design now in the planning stage will go, perhaps, even further in the use of good design and effective colors.

Bardenheier's Wines, St. Louis, regards its new "glamourized" case, using three colors on bleached kraft, as a logical extension of company policy that high quality should start with the product and carry

<sup>&</sup>lt;sup>3</sup> See "Metallies for Corrugated," Modern Packaging, Sept., 1950, p. 110.



Appetizing colors of this Sara Lee shipping container cannot be adequately conveyed by a black-and-white halftone. Printing is red and yellow against a wood-grained liner paper. Note the possibilities for a continuous design pattern when containers are stacked side by side. Container by Stone Container.



Four-color effect is achieved with this well-planned design of red and black for Brazit barbecue set. Fine lines, good artwork and alternating combinations of red and black give a multicolor impression. Brick motif on bottom of box adds display atmosphere. Box by Container Corp.

Three colors on bleached-kraft background make Baby Ruth shipper a brilliant standout among drab containers of other candy brands. Predominant red, plus yellow and blue, are printed in two passes through a two-color press. Container by Stone Container.



through the package design, including the shipping case, which, as the company points out, often creates that important first impression,

"More successful than our most optimistic estimates," is Bardenheier's report on the new case. "Favorable comment has come from distributors and retailers alike. The quality personality of the case has helped in many ways, including the development of mass counter and floor displays in important outlets."

Three years ago the Turtle Wax-Plastone Co., Chicago, tried its first white-liner box; now all of its corrugated cartons are ordered that way, with three- or four-color printing. "We definitely feel," says a company spokesman, "that the fancier corrugated is doing a job for us. We have received enough compliments to feel the added expense is justified. Everywhere the carton goes, it advertises Turtle Wax or another of our products. And there is much greater use of the shipping container as part of displays."

An official of a corrugated-box company which has been among the leaders in this design trend sums it up this way:

"Thoughtful design and quality printing on corrugated have definitely come of age. Our customers are increasingly conscious of the value of proper exterior design on their shipping containers—which in many cases are also the retail packages for their products. Some feel that a quality container definitely adds to the satisfaction the consumer feels when he unwraps his purchase at home.

"Better equipment, better materials and increased

knowledge on the part of our craftsmen are producing better corrugated containers to keep pace with modern merchandising advances."

#### Limitations

Some packagers may well have reservations about turning to beautiful corrugated. First, of course, there is the problem of cost. There's no question but that multicolored corrugated costs more—not only for printing, but for [Continued on page 296]

Ultimate step in quality labeling of Bardenheier's fruit and berry wines was carrying label design through to three-color printing on white shipping case and matching four-bottle gift pack, printed from same plates. Red, green and blue are used in realistic reproduction of bunch of cherries. Sales have soared. Container by Gaylord.



## Grease in a film casing

Standard Oil of California
eliminates mess of loading lubricant guns
with disposal saran-film cartridge
filled on a sausage-packing machine
adapted for the purpose

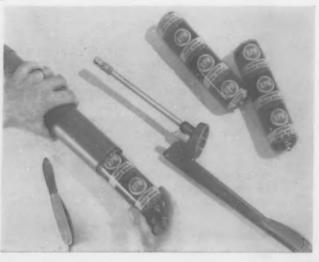


To load grease gun, user simply trims off end of package facing nozzle. Opposite end is punctured to facilitate action of plunger rod. Pack is designed to fit every type of hand-operated gun. neat solution to the disagreeable chore of filling grease guns has been devised with an ingenious disposable package developed by Standard Oil Co. of California on behalf of its all-purpose grease for service stations, farms and other commercial operations.

After three years of experimentation, the company has perfected a 12-oz. saran-film grease cartridge that looks not unlike a sausage and, in fact, is actually produced on a sausage-making machine.

The new package is designed to provide maximum handling convenience in loading all types of hand-operated grease guns. Reportedly it has an advantage over the more conventional laminated fibreboard tubes in that the entire package—saran casing and all—is inserted into the grease gun in one quick

One quick operation and cartridge is in gun ready to use. There is no inconvenient transfer of grease from one container to another. Empty package is essily shaken out of gun barrel.



operation, rather than having to transfer the grease from the container.

When the grease gun is empty, the saran casing is merely shaken out of the barrel before reloading. In loading, the end of the cartridge which meets the plunger rod of the grease gun is first punctured to prevent the saran casing from turning inside out and plugging up the nozzle. The other end, facing the nozzle, is cut off.

A primary function of the new "sausage" pack is protection of the lubricant to assure use of clean, pure grease at all times. Previously, grease left standing in open barrels or drums could easily become so contaminated with dust, water or other foreign matter, that it had to be thrown away.

The new Standard Oil saran-film grease pack is actually produced on a sausage-making machine, specially adapted by company engineers for this purpose. Grease is taken direct from a mixer and fed into a hopper which is mounted on top of a piston-operated metering device which doles out exactly 12 oz. of grease and forces it through the filling tube. The 100/100-gauge, double-wound saran casing, supplied in tube stock, is fitted over filling tube and closed at one end with a grommet.

As the saran tubing is filled, a sealing device operated by a foot treadle applies a grommet to the other end of the pack and a manually operated knife separates the completed package from the remaining tube stock, which is supplied by the fabricator in 150-ft. lengths. The modified sausage-making machine, operating semi-automatically, has a capacity of ten 12-oz, cartridges per minute.

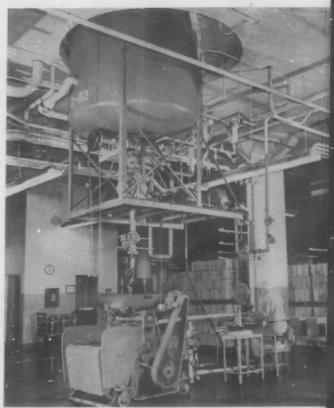
The filled and sealed tubes are stacked on end in corrugated cartons for shipping. Standard Oil engineers found that this method of packing helps to eliminate damage in transit.

The novel "sausage" grease pack is the brain child of F. R. Hart of Standard's Industrial Oils and Grease Div. who, along with Don Hather, specialist in automotive greases, helped perfect the final package and the mechanics for producing it.

Development of the saran-casing pack provided an abundance of baffling problems. Experiments progressed through practically all types of film, including polyester. Saran film was finally chosen for its grease resistance and because it could be adapted readily to the type of packaging machine involved.

An exhaustive phase of the development involved measuring the inside diameter and over-all length of every type of manually operated grease gun on the market to establish a [Continued on page 318]

Credit: Saran tubing supplied by Pacific Waxed Paper Co., a subsidiary of Pollock Paper Corp., 2236 S. Cockrell St., Dallas 22, Tex.



Converted sausage machine at Richmond, Calif., plant churns out 10 of the 12-oz. saran cartridges of grease per minute. From mixer above, the grease is fed into a hopper mounted on the top of a piston-operated metering device and into the filling tube over which the saran tubing is fitted.



Metal grommets are applied by semiautomatic machine to ends of each package, which is cut as it emerges from machine and packed vertically in shipper.



PHOTOS COURTEST THRUFTT TOT HOUSE

Vacuum-form carding in the Thrifty Toy plant. Heater is being drawn forward over platen containing 32 toy cars positioned by jig on heat-seal card, with a sheet of butyrate clamped flat in the frame over toys. In the forming operation, platen moves upward into heat-softened plastic sheet while vacuum stretches and pulls plastic around all contours of toys and onto card. Addition of intake and discharge conveyors at platen level will make this a continuous operation.

(ER

Cycle is completed in 45 seconds and cards move off to right for trimming and labeling. Meanwhile, a new load is positioned in jig at left. Principle of movable platen rather than movable frame is new, offers advantages in accessibility, removability of jig, easy positioning of plastic sheet.



## New concepts in skin packaging

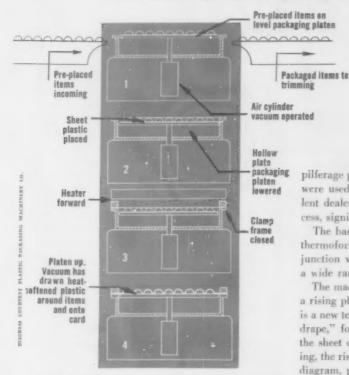
Reverse-drape technique with
a movable platen gives exceptional
range and versatility to new
straight-line machine enabling West Coast
company to card whole line of toys

Skin packaging—one of the most rapidly advancing of all new packaging techniques—marks a step forward with the operation at Thrifty Toy House, Seattle, of a new type of vacuum-forming equipment, designed for continuous conveyor-line operation, which employs an adjustable platen and a modified reverse-drape method of handling the plastic sheet.

The method affords extreme versatility in the range of sizes and contours of toys handled. The package produced combines some of the features of both skin and bubble packs, and thinner-gauge sheet stock can be handled.

Thrifty Toy House is one of the largest rack jobbers of toys in the Western United States, with branches in Sacramento, Calif., and Klamath Falls, Ore., and a distribution territory covering the entire West Coast area and extending to Alaska and Hawaii. Success of its carded skin packages—replacing film bags with paper headers similarly hung on wire merchandising racks—has revolutionized its business by making its wide line of products

#### Schematic sequence of operations



Straight-line loading and unloading is apparent in Step 1. Note in Step 2 that sheet plastic lies flat, supported by items themselves, as platen is lowered to exact depth of items. In Step 3, with clamp frame closed over sheet, the heater is moved forward and, in Step 4, the platen rises to original position as forming around objects is completed.

better protected, more appealing and faster moving.

In addition to its constant-flow production principle, the operation at Thrifty Toy has several other advanced features of wide general interest, including:

New ways of employing perforation patterns to control tightness of the plastic skin, thus permitting semi-blister design for various items including squeeze toys that might crush with straight skin packaging.

Multiple or combination packaging techniques that prove especially effective in solving the problems of merchandising speed-up for slow-moving items.

Skin packaging lends itself to multiple packaging of odd items because variations in size and shape of products present no particular problem. Skin packaging can take the most diverse combinations in stride and at the same time immobilize, display and protect each item packaged.

Other important merchandising benefits cited by Thrifty Toy include: elimination of breakage and pilferage problems formerly encountered when bags were used, improved display characteristics, excellent dealer response and, as the real proof of success, significantly rising sales.

The basis of its success, Thrifty Toys says, is its thermoforming machine, specially developed in conjunction with a package-machinery firm to handle a wide range of items.

The machine is believed to be the first to employ a rising platen instead of a drape frame. The result is a new technique that might well be called "reverse drape," for instead of a movable frame stretching the sheet over a male or profile mold before forming, the rising platen, as shown in the accompanying diagram, pushes the toys up into the plastic sheet.

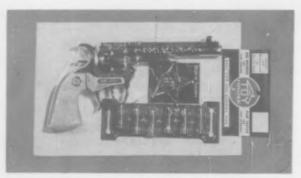
A number of significant advantages result from this technique. Plastic sheet can be handled with greater ease and thinner, more economical gauges can be used. This is because the platen lowers into the bed of the forming machine until the tops of the items to be packaged are level with the frame that holds the plastic sheet. Thus when a sheet of plastic is placed in the clamping frame, it is supported by the tops of the toys and a relatively flat surface is provided. This eliminates sagging of the

Typical of ability of the machine to card multiple, complex items is this set-up of cap pistol and 20 rolls of caps, all of which are sealed under single skin of butyrate.





Control of draw, by adroit placement of perforations in the card, with this new technique permits the carding of soft-rubber squeeze toys without collapsing. The result is combination of bubble and skin packaging.



Sets have great sales appeal, whereas it would be difficult to sell separately such items as bullets and sheriff's badge. Packages, with stapled, perforated header label for hang-up display, are protected against damage and pilfering.

sheet and prevents it from slipping out of the frame prior to clamping.

Another advantage that stems from use of the movable platen is the fact that lowering of the platen drops the card of pre-positioned toys free of the jig. Thus the jig can be readily removed without disturbing the toys. Lowering of the platen is pushbutton controlled by the operator of the machine.

A third major advantage is the fact that the area around the vacuum-forming machine is open from the front and both sides. This permits level conveyor operation to and from the packaging

platen. Although Thrifty Toy has not yet built its volume to the point justifying continuous supply and take-off conveyors, for which the machine was specifically designed, it expects to add them shortly.

Pre-placed items can be conveyor fed right up to the vacuum former from one side and the operator can merely slide the pre-carded items onto the packaging platen. When the items are removed from the forming machine, the operator can similarly just slide them off on the other side onto the take-off conveyor to go to trimming. These features will result in continuous flow and maximum production rates, which are necessary to get the operation down to lowest possible cost. Cost, of course, is extremely critical to the rack jobber, who ordinarily must operate on a margin of 3 to 8% above the bulk jobber's price and within this margin must provide a number of services including any extra packaging, delivery, service of the rack display and repacking of broken packages.

At present, Thrifty Toy is operating with stationary benches on each side of the machine and the work is simply pushed into and out of the machine by hand power.

#### Ingenious card techniques

An important step in the development program was determining the proper board stock. Various weights and types were tried. The stock selected had to be economical, easy to perforate, easy to coat and possessed of good adhesion characteristics. Delamination of the stock had to be avoided. Board strength has to be greater than the plastic-to-board adhesion, so that when taking the skin package apart the heat-sealed joint, not the board, will part.

Also required was a stock that would be fairly curl resistant, for plastic sheet tends to enhance the tendency of paperboard to curl because of the different characteristics of dimensional stability found in paperboard and plastics.

The board also has to stand up to the abuse encountered in transporting the packages in open boxes and to the wear and tear received while on racks in the store.

The board selected is a tag board, completely solid, with no laminations. The stock is approximately 0.011 in. thick. This board lives up quite well to its requirements, Thrifty Toy House reports.

The boards are all hand perforated. This is necessary because of the many types of packages that had to be developed. Thus, if a semi-bubble package is desired, holes are placed around the items but not in the center. This works quite well in bringing the plastic down tightly around the item itself. Thus a semi-bubble pack can be "engineered" from a basic skin-packaging process. This method is used

on fragile items that would break or crush if the board were perforated all over—permitting the full force of the atmosphere to press down on the item. The use of tag board also helps in this process, for it is quite dense and thus does not permit the air to be drawn through it except where the perforations have been placed.

On rubber items and especially on squeeze toys, the perforation placement is critical. In this case perforations are patterned fairly well over the board, for a tight package is desired to permit feeling and flexing of the item. The only place perforations are not used is in the area immediately adjacent to the air-exhaust hole in the toy. This keeps normal atmospheric air in the toy. Thus the vacuum has no effect on the toy itself, but the toy gets a "skin" of plastic and retains its original shape completely.

#### Adjustable jig

A master jig is used to place the items on the tagboard cards prior to "skinning out." This jig is adjustable in half-inch increments and in a few minutes' time can be changed to accommodate a very wide range of shapes and sizes. Girls drop the toys into the slots provided by the jig. The jig and the toys are then conveyed to the operator, who slides jig and board items onto the machine platen. The jig keeps the items in their proper place on the board and in relation to the perforated holes till the toys are ready to be packaged. Then the jig is removed. The sheet, fed from a roll to the clamping frame, is heated, vacuum formed and heat sealed to the card in a single operation. The platen is 20 by 24 in, and accommodates from 10 to 36 toys at a time. The average cycle is about 45 seconds.

In skin packaging some of the more difficult items, an adaptation of the drape-assist method is used. Rods ½ in. in diameter are placed in the clamp frame between the various items to be packaged and these can be adjusted in infinite variations to correspond to the placement of the adjustable grid pattern in the locating jig. The slender rods do not interfere with the heat pattern and, reportedly, they produce a slightly stronger seal in the area immediately under the rods. The method permits extremely close spacing of items, especially those that are 1 in. high or higher. Thus more items per unit of area can be packaged, a step critically needed to bring unit costs down.

Trimming of the formed packages is done with a standard hinged-blade paper cutter. Because of the wide range of items packaged, this method appears to be both economical and practical.

The sheet plastic used is cellulose acetate butyrate. For a big percentage of the items, 5-mil sheet is used. For extra heavy or particularly deep draws (3 in. or deeper), 7½-mil sheet is used. On low-profile items, 3-mil sheet works out quite successfully. Butyrate is used exclusively, for very good draws are attained with it; there is no tendency to sag, the clarity is excellent and it is easy to handle. Experiments have been made with other films, including vinyl, and Thrifty Toy believes conversion to another film could be made without encountering problems.

Packaging costs are up by about 20%, but this is more than offset, the com- [Continued on page 307]

Credits: Model 30-0 vacuum-forming machine by Plastic Packaging Machinery Co., Inq., 333 Sunset Blvd., Renton, Wash. "Kodapak II" butyrate sheet supplied by Eastman Kodak Co., 343 State St., Rochester, N. Y. Thermoplastic spray coating material by The Borden Co., Chemical Division, 350 Madison Ave., New York 17.



Wide range of toys and sets, all (except for few bagged and cartoned items) skin packaged on versatile new machine, is illustrated by this typical store display rack. Most items sell in the 29- to 98-cent bracket favored by high-traffic, selfservice outlets. Breakage, repacking and pilfering losses have been practically eliminated.

# The power of nostalgia

It's a force to be reckoned with in package design, as witness the sudden success of old-fashioned apothecary jars; sheer charm is sweeping it into many product fields ot every sales-winning idea in packaging requires "something new." Sometimes there's a flash-back to something old and quaint—something that takes on a particular appeal in this streamlined age simply because it is a relic of the romantic past. When a long-forgotten package full of nostalgic charm happens also to be a perfectly practical, functional and economical container for a wide variety of products, you have the making of a trend.

That's what's been happening with apothecary jars—the glass-stoppered, wide-mouthed jars which are associated in fond memory with the penny-candy counter and the old-fashioned drug store. Starting about two years ago with a rather logical application to vitamin capsules and bath preparations, the idea has spread to candy and spice and everything nice.

The modern versions of these jars, sometimes actual machine-made replicas of jars used in apothe-



Impressive sales increase is attributed by John Wagner & Sons to the sale of 23 of the company's most popular types of herbs and spices in these handsome, re-usable apothecary jars, offered in attractively packed sets. The jars are made on 100-year-old molds and have hand-ground glass stoppers.





Blown-glass stopper for private-mold apothecary jar for Prince Matchabelli Abano Bath Oil Capsules helps keep container costs within proper ratio to selling price of item. Miniature jar, a success for two years, is still going strong.

> Decorative treatment of transparent acetate containers for presenting imported foilwrapped chocolate eggs adds luxury appeal to apothecary jars adopted by Lemberger Food Co. Single round jar comes in a ribbon-tied cylinder, three small jars in domed acetate sleeve.



cary shops of a century or more ago, apparently, have just the right quality of nostalgic appeal as well as functional re-use value to intrique the shopper. Re-use as a decorative jar for the dressing table, the bathroom, the kitchen shelf, the nursery—even for snacks or cigarettes on the living-room coffee table—is quickly apparent.

The trend, seemingly, has only begun. Glass-container manufacturers who have taken the lead in the production of this type of container estimate that the fad will run another three years or longer. Impressive sales increases that have been reported as a result of the adoption of apothecary-jar packages just can't be ignored.

Ralph Starr, vice president of John Wagner & Sons, Philadelphia, one of the oldest importers of herbs and spices in this country, credits a good share of a recent increase of 300% in Wagner sales to the packaging of 23 of the company's most popular herbs and spices in apothecary jars.

Increasing numbers of confectionery items are being seen in the jars. One of the most successful has been the Cresca "Decorator" collection—six apothecary jars for hard candies, each carrying a different design silk screened and permanently fired on the glass. S. S. Pierce of Boston is another firm that has been successfully marketing hard candies in apothecary jars.

The almost-automatic airtight reseal provided by a ground-glass or plastic stopper is, of course, a practical advantage for candies, spices or other products susceptible to atmospheric deterioration.

Lemberger Food Co. of New York has introduced apothecary jars for packaging colorfully foilwrapped chocolate eggs imported from De Gruyter's in Holland. This firm has carried the decorative treatment a bit further by presenting the apothecary jars in handsome transparent acetate containers one large jar, for example, in a ribbon-tied transparent acetate cylinder with telescoping cover; another combination package containing three small square jars of the chocolates in a domed and beaded acetate sleeve with gold-colored paperboard ends.

On cosmetic counters one sees apothecary jars for various types of potpourri, sachet powders and bath salts from small to giant sizes.

One of Prince Matchabelli's currently most successful packages is a private-mold miniature apothecary jar for 50 Abano Bath Oil Capsules, introduced some two years ago and still going strong.

In the drug field, Upjohn, Wyeth, Abbott, Miles Laboratories and Lederle are among those firms which have introduced vitamin products in apothecary jars, attractive enough to go right to the table to encourage the use of vitamins as a supplementary part of the daily diet.

And now apothecary jars are being considered for such products as honey and tea, jams and pre-



Color-applied designs enhance appeal of the successful collection of apethecary jars used for packaging assortments of hard candies. These jars have ground-glass stoppers. A folding carton is used for all six jars. Printed in gold and black, it carries the motifs from six jars and names of the six designs as decorative elements of the carton.

serves, even pickles and condiments when engineered with the proper type of closure.

How deeply the idea has taken root is reflected in a design motif for a Valentine gift wrap used by the Women's Hosiery Div. of Munsingwear, Inc., which depicts an apothecary jar with candy kisses to tie in with a "Candy Kisses" color promotion with such color designations for stockings as Butterscotch, Peppermint, Strawberry Blonde, etc.

The prospective user of apothecary jars today has a choice of round or square containers with either ground-glass or drop-in stoppers of pressed or blown glass. Press-in stoppers of hollow, molded polyethylene are also being used in some cases.

At least six glass-container manufacturers are producing apothecary jars, some of them from stock molds. One firm is offering apothecary jars in nine different capacities from ½ to 64 oz.

In addition, a number of private molds are being made to users' specifications. The John Wagner jars are exact replicas of Early American apothecary jars, reportedly made on the same molds that were used 100 years ago. To preserve aroma and flavor, each weighted stopper is ground by hand to fit the individual jar. Traditional white, black and gold printed-foil labels, which heighten the apothecary-jar effect, designate the various kinds of spices and herbs.

These jars are elegantly gift boxed in sets of 12 and four. Miniature versions of the same jar are available in sets of six on a ready-to-hang shelf. There is also a set in a convenient metal rack.

Drop-in stoppers of pressed or blown glass, or of plastic, obviously are less expensive than the hand-ground-glass type. To keep container costs within proper ratio to the selling price of its package of 50 Abano Bath Oil Capsules, Prince Matchabelli settled on a blown-glass stopper designed to the company's specifications.

"Before we arrived at what was needed," says Clarke Hambley, Prince Matchabelli's package designer, "we studied everything from glass door knobs to the possibility [Continued on page 311]

Credits: John Wagner & Sons-Jars by T. C. Wheaton Co., Millville, N. J.; boxes by Walter P. Miller Co., Inc., 452 York Ave., Philadelphia 23, Pa.; wire rack by Levy Bros., Inc., 1617 N. Second St., Philadelphia 22, Pa. The Cresca Co.-Jars by T. C. Wheaton Co.; carton by Franklyn Folding Box Co., Inc., 53-01 74 St., Maspeth 78, Long Island, N. Y.; designs by Robert Zeidman Associates, 128-130 E. 56 St., New York. Prince Matchabelli-Abano Bath Oil Capsules jar by Carr-Lowrey Glass Co., 2201 Kloman St., Baltimore 30, Md. Lemberger Food Co .- Jars by Anchor-Hocking Glass Co., Lancaster, Ohio; acetate boxes by J. E. Plastics Mfg. Corp., 555 W. 23 St., New York 11. Fresh Pak Candy Co .- Jar by Owens-Illinois Glass Co., P. O. Box 1035, Toledo 1, Ohio; cellulose bands by The Celon Co., Madison, Wis.; labels by A. M. Steigerwald Co., 910 Van Buren St., Chicago 7.



Cellulose band for affixing drop-in glass stopper gives tamperproof protection to square apothecary-type jar adopted by Fresh Pak Candy Co., called "Old-Fashioned Candy Jar." General-sized jar is suggested for re-use in home to store foods, bath salts, baby needs or as a handy visual container to hold nuts and bolts for the do-it-yourself hobbyist.

Complete mechanization of a squeezebottle line is achieved at Stanley Home Products, Inc., by this new six-station automatic plug-tube assembler and inserter which in tandem will give a 200-per-minute output.



#### **Victory**

#### on a squeeze line

Stanley Home Products thinks its long-awaited plug and tube inserter will double and eventually triple output of squeeze-bottle lines, reducing both packaging material and production costs

echanized assembly and insertion of plug and tube into a polyethylene squeeze bottle—one of packaging's most stubborn, costly hold-outs—is yielding to an ingenious new machine now installed on a regular squeeze-bottle packaging line at Stanley Home Products, Inc., Easthampton, Mass.

As a result, Stanley engineers believe, the last major obstacle to a high-speed—200 a minute and up—squeeze-bottle line has been removed. Development of the ingenious, new inserter involved challenges probably as formidable as any ever faced in a packaging mechanization problem. However, with squeeze-bottle volume in this country reaching 300 million units a year and headed for the half-billion mark before 1960, it was imperative that victory be had over the last remaining hand operation.

As long ago as 1953, all other bottlenecks to full mechanization of the squeeze-bottle line had been conquered and speeds up to 100 bottles a minute achieved. High-speed filling, capping and conveying equipment had been developed to cope with the light-weight, flexible, squeeze-bottle's inherent dis-

<sup>&</sup>lt;sup>1</sup> See "Progress in Squeeze Bottle Filling," Modern Packasine, Sept., 1953, p. 114.

advantages of easy toppling, collapse during filling and loss of product if inadvertently squeezed or toppled by fast handling.

However, one portion of the line still looked like a sewing bee in most plants, with two, three, four or more operators—depending on line speed—kept busy inserting polyethylene plug and tube assemblies into bottles. This assembly, heart of the squeeze action, is the device that syphons a small quantity of liquid up to the plug for discharge as a spray when the bottle is squeezed. The polyethylene tubing, cut to exact length, is force-fitted into a collar in the plug and the plug is seated into the neck of the bottle.

The new machine installed at Stanley Home Products cuts the capillary tube to length, joins it to the spray plug, and inserts tube and plug into the bottle. The six-station model on the Stanley line is designed for speeds up to 100 bottles a minute, but Stanley is now planning a tandem installation for a line handling up to 200 bottles a minute.

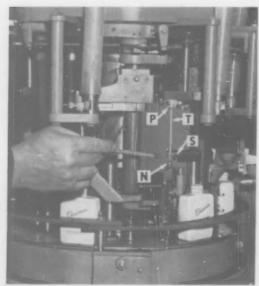
The automatic plug and tube inserter is a rotary, turret-head machine. Each of six revolving stations is supplied with plugs fed from an overhead hopper and with polyethylene tubing fed from reels in the base of the machine. The plug and tubing feeds revolve with the rotating stations.

Filled squeeze bottles are received by worm gear from the in-feed conveyor and are indexed by star wheel into the fingers of a metal carrier that grips a bottle during its cycle in the machine.

When the bottle enters the machine, a plug fed from above is picked up by metal fingers and is positioned over the free end of polyethylene tubing fed up into the machine through the center of a pipe-like piston. This piston rams the end of the tubing into a collar-like aperture in the plug, producing a friction-tight joint.

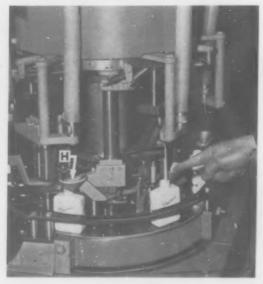
Shears then cut the tubing to exact length. The free end of the tubing is guided by a funnel-like device into the neck of the bottle and a metal hammer presses the plug completely and tightly into the neck of the bottle. An ingenious feature of this operation is the fact that the mechanical hammer actually duplicates the skill of the human finger in that a double push is achieved—one to start the plug straight and the other to seat the plug properly and make sure it's tight. This duplication of a sensitive, human skill by a precision cam unquestionably goes far to explain why success was eventually won after more than three years of intensive and, at times, singularly unyielding development work on the part of the machine manufacturer.

The new plug and tube inserter is now installed on a semi-automatic squeeze-bottle line that has a capacity of 25,000 bottles a day, or about 70 bottles a minute. Two operators were required on the line to insert plug-tube assemblies into bottles. One of



Heart of machine shows polyethylene tubing (T) from coil being fed through metal nozzle (N) which force-fits tube to collar in plug (P). Pencil points to shears (S) about to cut tubing to length.

Insertion in machine is guided by funnel-like device (held away from tube by finger in photo). Tubing has already started descent into bottle. Metal hammer (H) is tapping plug into bottle neck, at left. Hammer gives a double tap, duplicating human skill in starting and seating plug.



these operators now oversees operation of the assembler and keeps it supplied with plugs and tubing. The other operator has been freed for work elsewhere in the plant. A materials saving in the cost of pre-assembled plugs and tubes amounting to more than \$50 a day is also realized, for the insert machine now eliminates the need for a pre-assembled plug and tube.

Most important, though, is the fact that the machine will now permit faster output and Stanley's plans, as previously mentioned, call for a truly modern line employing two of the inserters installed in tandem to handle the output of a line filling 200 bottles a minute.

At present Stanley is filling several styles and sizes of bottles on its packaging line. Change-over adjustment takes 30 minutes to an hour and involves the changing of the plug hopper and attached plastic feed tracks, change of the plug arms and bottle grips or carriers. The turret head is adjusted to accommodate the height of the bottles being filled and this automatically adjusts the tube cut-off.

The plugs, as can be readily appreciated, are rather difficult to index and feed. This is done efficiently, however, by centrifugal force and spiral ramps that "walk" the plugs in single file to a grooved track that aligns the plugs and then drops them into a vinyl hose or track for gravity feed to the assembly fingers. The vinyl hose is so constructed that it does not "pinch" or "crimp' in bending; thus smooth, frictionless feed of plugs is achieved.

Also the vinyl plastic is translucent and an empty feed track can be readily detected.

The tubing, supplied on reels, is fed from spindles in the base of the machine. More than three miles of tubing are magazined, for each reel holds 3,000 ft. of tubing, enough for approximately 12,000 tubes per reel and for 72,000 tubes from six reels. A complete change of reels takes about 10 minutes. On a line handling 200 bottles a minute and turning out 90,000 bottles a day only one change of reels would be required.

At present, Stanley is packaging five different liquid products in squeeze bottles: cologne, hair dressing, after-shave lotion and liquid deodorant in its "Chairman" line of products for men; and "Twenty-three" anti-perspirant in its line of products for women. All these products employ a plug fitment, but only two, the liquid deodorant and the anti-perspirant, are dispensed in a spray requiring a capillary dip tube. The inserter machine seats the plugs alone or plug-and-tube combinations and thus handles all squeeze-bottle products in the "Stanhome" line,



Reel of plastic tubing holds 3,000 ft. In operation, there are six such reels, one for each station. Tubing, fed up through machine, revolves with turret head. Plugs are fed from hopper (H) through vinyl chutes (C). Translucent chutes afford visual check on supply of gravity-fed plugs.

Stanhome products are distributed only via direct selling, mainly by means of the famous Stanley hostess parties. Thus a somewhat different need is put on package and product than is found where the packages are designed for competitive display and self service. As an official of Stanley says, the emphasis naturally is placed on quality and function. Also, a dignified [Continued on page 332]

Credits: "Assembl-O-Matic" plug and tube inserter machine developed and manufactured by Doran Bros., Inc., Shelter Rock Rd., Danbury, Conn. Semi-automatic vacuum filler by MRM Co., Inc., 191 Berry St., Brooklyn II. Capping machine by Resina Automatic Machinery Co., Inc., 572 Smith St., Brooklyn 31. Bottles and plugs by Plax Corp., Box 1019, Hartford, Conn., and Precision Extruders, Div. of Lamex Chemical Co., I Sundial Ave., Manchester, N. H. Polyethylene tubing by Jessall Plastics, Inc., 889 Farmington Ave., Kensington, Conn. Molded plastic caps by Armstrong Cork Co., Lancaster, Pa.



#### **Trade pitch**

Helene Curtis' Go Gay permanent-wave packages make a hit with beauty-shop operators because they are functional and sales building rather than pretty

In the tumultuous cold permanent-wave business, constant change is a merchandising necessity in which packaging plays an all-important role. To introduce Helene Curtis' latest franchised cold wave, Go Gay, to the beauty-shop trade, the company has come up with a packaging concept that may well set a new pattern for this industry.

Helene Curtis, "the world's largest manufacturer of products for the beauty shop," decided to create new, functional packages for Go Gay from the innermost bottles to the outer shipping container. To do this, the company called in a design firm to work on the basic package—two bottles (one for waving lotion, the other for neutralizer) in a folding carton.

#### Bottle

Instead of creating a "cosmetic-looking" bottle and approaching the assignment from an appeal viewpoint, the designing group asked, "How will these bottles be used?" The answer was: by beauticians (usually women), usually with wet hands, who use the bottles only once per customer.

The company and designer decided that a func-

tional bottle would be of greater benefit to the beautyshop operator (and ultimately create more sales) than a "pretty-looking" bottle. The new Go Gay private-mold bottle has an unusual hand-fitting and hand-gripping shape. Canted sides give the bottle a rhombohedral shape and fit the contours of the hand more readily than a bottle with right-angle sides.

Rows of glass beads on all four sides offer a gripping surface for a wet hand, a modification of the historic hobnail design which was prominent on early American glassware.

The same private-mold bottle is used for both the waving lotion and the neutralizer. This contributes to economy and gives strong brand identification to the bottles. There is no confusion between the ingredients. The waving lotion is pink and has an aquamarine and black bottle label; the neutralizer is white and has a gray and black bottle label.

In addition to its slip-proof and grip-tight features, the bottle has an additional advantage. The closure is an aluminum tamperproof seal that protects the contents. The customer can see the bottles are being opened for her for the first time and the beauty-shop operator is discouraged from using leftover portions (especially important since the product loses its effectiveness if it remains open for too long a period).

The beaded design on the bottle proved to be an unexpected help in production. Because of the beveled sides, the bottles nest into each other as they move along the production line. There is a possibility that the slanted sides might slip past each other, causing a jam on the line. The beads of glass, however, prevent this and the bottles move to and from the fillers just as well as flat-surfaced bottles.

#### Carton

The folding carton effectively follows the pattern set by the bottles. Its sides are decorated with the embossed dots of a modified hobnail design. This creates a unity of design and also contributes to better brand identification.

The following cartons are printed in three basic colors to distinguish the variously priced Go Gay franchised waves: Empress, light green; Duchess Deluxe, aquamarine; Baroness Deluxe, lavender.

Functional planning also went into the carton design. The bottom flap may be torn off and used as a file card. This "Helene Curtis 'Permanent Record' System," as the company calls it, provides spaces for the customer's name, address, phone, date permanent was given and date the next wave should be given. The type of permanent wave given is printed at the bottom of this card and the beauty-shop operator can fill in the information just before or after giving the wave.

This addition of a built-in filing card to the folding carton has been received so well by beauticians that Helene Curtis will soon use this form on all its nine lines of cold permanent waves for beauty shops.

#### Shipping container

Helene Curtis did not stop with the bottle and folding carton in its packaging program for Go Gay. The shipping container was also included.

In a warehouse or on beauty-parlor stock shelves, Go Gay corrugated shippers are striking. Alternating bands of yellow and lavender which blend into each other are printed on all four sides and the top to form a brightly colored pastel background. Trademark, contents information and company identification are overprinted in black. The container is run on a two-color press, using a split fountain to create the alternating bands of color.

This dramatic use of color is more than an effective color code for stockroom handling. The company feels that the bulk container should be as beautiful as the folding carton and bottle because

\* See "Corrugated Goes Beautiful," p. 147, this issue,

the corrugated shipper is the first package to be seen by the beautician. Helene Curtis wants the operator, most often a woman, to be pleased with the outer container. If she is, a psychological pleasure is built up every time she reaches into the decoratively printed carton to get a cold-wave kit.

The new shipping container has been received enthusiastically by both jobbers and beauty-shop personnel. The company is considering extending similar decorative treatment to corrugated cartons for other products.

The thorough packaging program behind Helene Curtis' new Go Gay permanent wave is evidence of the company's belief that trade packages are just as important as consumer packages. It also shows why some professional products, such as Go Gay, have later been marketed in the consumer field with little change in basic design.

Credits: Bottle and folding carton design by Morton Goldsholl Design Associates, Inc., Corn Products Bldg., Chicago. Bottle by Pierce Glass Co., Port Allegheny, Pa. Alcoa pilferproof seal by Aluminum Co. of America, 1501 Alcoa Bldg., Pittsburgh. Folding carton by Green Bay Box Co., 1406 S. Broadway, Green Bay, Wis. Corrugated shipping container by Lanzit Corrugated Box Co., 2445 S. Rockwell St., Chicago 8.

Hobnail pattern of bottles is repeated in folding carton. A corrugated divider separates bottles of waving lotion and neutralizer. Bottom carton flap is used functionally by converting it to a built-in filing card for beauty operator to remind her when next permanent wave should be given. Directions for wave are included in folder dropped into carton. A color code identifies the three types of franchised Go Gay waves.





Fresh approach is quickly apparent by comparison of old and new packages. Gone is the former pie illustration, so much like dozens of other brands. It only added to brand confusion.

#### Unmistakable pie

Birds Eye tackles the identity problem in frozen-food cases
with a design that emphasizes fruit flavor,
confirms brand name and says 'pie' through an abstract wedge shape

s it apple, is it peach—or is it blueberry? Whose brand is it?

Birds Eye's new frozen-fruit pie packages are aimed at shortening the consumer's search in freezer cabinets for the answers to these questions. If it's peach pie the shopper wants, the package should convey "peach" instantly and "Birds Eye" assuringly, the company reasoned.

Probably no other area in supermarkets is experiencing quite the changes (additions of new products and new brands), or has quite the setting for confusion as does the frozen-food cabinet.

Frozen-food cabinets, while neat when first stocked, frequently become a jumble of color disarray after a few hours of heavy shopping, with no product or brand dominance.

Birds Eye, with its frozen-fruit pie packages, is making a valiant effort to distinguish its products in this category amidst today's freezer cabinet melée.

The new approach is through the use of abstract design, coupled with a different technique in the use of color photography, in contrast to the monotonous pie illustrations that most packers have adopted.

No commouplace photo of pie is used, but what has been conceived to be a far stronger identification—a brilliant yellow panel in a pie-wedge shape to convey "pie" immediately. This panel provides a constant bright background color for the printing of product name, instantly establishing a recognizable contrasting shape—virtually an additional trademark symbol for Birds Eye frozen-fruit pies. Even careless stacking or placing, the company maintains, does not minimize the eye-catching characteristic or recognizable form. This simple piewedge shape also does away with the need of crust illustration, which is difficult to represent faithfully as light or dark, or in the right degree of flakiness.

Well-defined, full-color photographic reproductions of the fresh fruit surround and support the wedge-shaped panel on each package.

Competitively, apple and peach pie illustrations can, without the assistance of a depiction of fresh fruit, be confusing. Even with the addition of fruit as part of the pie illustration (usually showing in a cut section) there is a similarity in the case of some fruits that increases visual confusion. Actual freshfruit illustrations eliminate this confusion, Birds Eve reasons.

The new designs are planned to provide maximum trademark identity in the simplest form. In the case of red fruits (apple, cherry, peach), the background of the familiar Birds Eye symbol is



Pie-wedge panel in brilliant yellow carrying product name is Birds Eye's bid for constant recognition—virtually a secdary trademark complementing the familiar Birds Eye symbol. Fruit illustrations, supposedly, establish at once the kind of pie contained. Trademark background color is changed for contrast to fruit colors.



blue with red letters, while on blueberry and boysenberry the outside trademark background is red with the Birds Eye name in blue.

Previous wrapper designs depended on designating color panels and pie illustrations to assist nomenclature. A blue panel stood for apple, an orange panel for cherry. The Birds Eye trademark, the company says, suffered with these color changes and the line.

In the new design no designating colors other

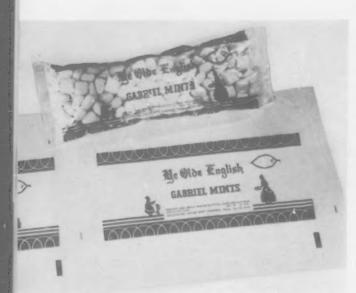
than the fruit illustrations themselves are required for identification. All panels have easy-to-see product names and all type is easy to read.

The new design now proudly presents apple, cherry, peach and blueberry pies in two sizes (101/2 oz. and 24 oz.) with boysenberry in a 24-oz. size.

Crodits: Design program by Robert G. Neubauer, Inc., 234 Greenfield St., Bridgeport 5, Conn. Wraps by Marathon Corp., Menasha, Wis., and Carton & Container Div., General Foods Corp., Battle Creek, Mich.

## One machine for five

A single automatic unit
with special triple feeder
makes cellophane bags, fills each with
exact amounts of three different
mints in turn, seals and discharges



Three flavors of mints in exact predetermined amounts are now packaged separately in one bag with no dividers. Double-wall bag is formed from two webs of 300 MS cellophane, with back center seam and flat-sealed top and bottom. Note rectangular register marks on the flat stock (foreground) which trigger an electric eye as web unrolls to activate the automatic packaging mechanism.

The hostess shopping for after-dinner mints to add a finishing touch to her formal meal is apt to select those put out by Devonshire Cream Mint Co., Philadelphia, because the striking cellophane package attractively displays equal amounts of contrasting pink, white and green mints.

She is unlikely to appreciate the packaging achievement that makes it possible for the Devonshire plant to package more than 90,000 lbs. of the candy each week—with each double-wall cellophane bag containing an exact, predetermined amount of the three mint flavors, with the total package weight carefully controlled.

Until recently the operation took place on a production line utilizing three filling machines (one for each flavor), two sealing machines and five operators. Prefabricated bags were used and lack of filling control necessitated constant addition or subtraction of candy by hand from the bags, frequently resulting in non-uniform packages.

Now the entire packaging job is performed by one automatic machine—a machine which makes a double-wall bag of 300 MS cellophane, with back center seam and flat-seal top and bottom, from printed flat stock, fills it with the exact amount of each of the three mints in order, and then seals and cuts off the bag.

Use of roll stock as opposed to prefabricated bags represents a 40% reduction in packaging materials costs, in this company's experience, and also eliminates considerable time and labor.

To achieve this remarkable degree of mechanization, a special triple-unit weighing device and feeding mechanism has been added to a standard automatic packaging machine. The entire unit is set up in a matter of minutes.

Mints of three colors are dumped in a large divided hopper at the top of the machine—one section filled with pink candy, one with white and one with green. When the unit is switched on, mints from each section of the hopper feed by gravity to separate vibrator chutes. The vibrators feed each color mint into its own weighing scale bucket until each bucket is filled with the exact amount. The mint flow is stopped and the scales trip a microswitch which activates a timer, causing each scale to dump its load in succession—first the pink mints, then the white, then the green—through the metal forming tube into the newly formed cellophane bag.

After dumping, the timer automatically starts the bag-forming mechanism over again, while the scalefilling cycle begins again.

Before the dumping begins, the packaging machine draws a double web of cellophane from two rolls about the forming tube and a vertical sealing bar seals the sides. Horizontal jaws seal the bottom



#### BEFORE

Five operators manning three filling machines and two sealers were required to maintain output of three-flavor mint packages. Filling control was uncertain, packages lacked uniformity.

#### NOW

One machine and one unskilled operator now do the whole job—forming bags from roll stock and, after filling with correct amount of each flavor of mints, sealing and severing the package. Conveyor at base eventually will remove finished bags to shipping room.

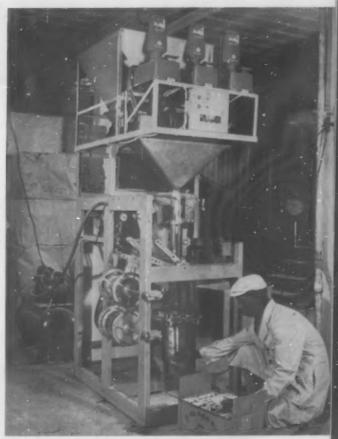
seam and draw the bag down from the tube. (An electric eye, triggered by a registration mark on the cellophane web, determines the length of the package to be formed.) When the timer starts the package-forming mechanism after dumping, the horizontal jaws close, seal and cut the package from the stock (sealing the bottom seam of the next bag in the process) and draw the new bag down as the vertical bar is sealing the side of the new bag.

Ease of the change-over is an important characteristic, since Devonshire packs four bag sizes on the machine—6, 8, 12 and 16 oz. To switch over to a different size, the operator need only insert the correct-size filling tube and maneuver the hand weight on each neutral scale to the amount desired.

Since the cycle is comparatively slow—because of the necessary time lapse as each of the three scales dumps its mint load in succession—the machine operates at a top speed of 15 packages per minute, but will fill bags 40 per minute whenever separation of colors into layers is not involved.

An installation of this sort should be of wide interest to the small-to-medium packager who wants to package a variety of small objects, by weight proportion, in a single flexible container—plastics, hardware, toys, confections, baked goods, nuts or drugs.

Credits: "Verti-Pak" automatic packaging machine with special filling attachment by Mercury Heat Sealing Equipment Co., 2601 N. Howard St., Philadelphia 23, Pa. Bag stock printed by Milprint, Inc., 4200 N. Holton St., Milwaukee, Wis., using cellophane by E. I. du Pont de Nemours & Co., Inc. Wilmington 98, Del.





Three neutral scales and a feeding mechanism weigh and pack three flavors of mints together. Machine is easily changed over to make and fill any one of the four bag sizes used by Devonshire. Eventually a chute from floor above will replace hand filling illustrated bere,

#### Non-fogging cellophane

New kind of polymer coating has unique ability to resist clouding from condensation; Arnold Bakers use it to improve appearance and boost sales of frozen baked goods

The problem of moisture condensation that for years has detracted from the sales appeal of many types of transparent film-wrapped packages of frozen foods and other high-moisture-content products may now be overcome, judging from the success of a non-fogging polymer-coated cellophane as used by Arnold Bakers, Inc., Port Chester, N. Y., on their frozen baked goods.

The cellophane, coated with a modified vinylidene chloride (modified saran) copolymer, is basically similar to what has become known as "sarancoated cellophane"—a film which combines the economy, clarity and good-handling properties of cellophane with the superior strength, endurance, and water and oil resistance of saran. In the accompanying table of properties it will be noted that the only differences between the new K-203 film and the previous polymer-coated film, K-202, are in the non-fogging characteristics and in a slightly higher heat-seal temperature.

Regular cellophane

Non-fogging cellophane



After three-months' storage at 0 deg. F., test packages of Arnold frozen rolls in regular cellophane and non-fogging cellophane are exposed at room temperature. Non-fogging cellophane package appears fresh and inviting, while the regular cellophane package is fogged and cloudy, discouraging impulse purchases.

No previous moistureproof, heat-sealable cellophane has exhibited this non-fogging property. The difference, according to the manufacturer, lies in a radically different process for applying the polymer coating, which, apparently, attracts moisture to the inside surface of the material as an over-all clear film instead of in the usual droplets that create the optic effect of fogging.

Arnold Bakers, pioneers in a quick-freezing system for expanding the distribution of baked goods, have been using the new non-fogging film on frozen bagged rolls for almost a year. The company reports that there is no fogging of the film in or out of freezers and that packages of frozen products maintain their visibility and quality appearance from the plant to the consumer. On the strength of enthusiastic reaction from distributors and retailers, Arnold is now mapping plans to switch all of its frozen, bagged specialty items to the new film.

Frozen baked goods in this category are completely prepared. The products are held in the frozen state after baking principally to maintain freshness during the distribution cycle. They are defrosted when put on the retail-store shelf along with conventional baked goods without refrigeration, although the development could be extended to merchandising from freezer cabinets if capacity of the cabinets permits. It is during the defrosting period when non-fogging cellophane is so essential to prevent clouding through the condensation of moisture that deposits itself on the inside of regular types of cellophane.

According to R. A. Casey, Arnold vice president for sales, the non-fogging film removes one of the last obstacles to faster growth of frozen baked goods.

"We feel the non-fogging cellophane will give us increased sales and permit expanded distribution of our frozen rolls," Mr. Casey said. "This new film can give a terrific boost to the bakery industry, since it makes the package a top-notch salesman at all times."

Arnold feels freezing of baked goods will make possible wider distribution and help to reduce the problem of "stales," which are estimated to cost U. S. bakeries more than \$80 million annually. It also promises to cut transportation costs by permitting the shipment of full car and truck loads.

President Paul Dean Arnold became interested in the freezing of baked goods after reading Rear Admiral Richard E. Byrd's reports that bread left behind on a previous expedition was in remarkably good condition after four years of antarctic temperatures. Thereafter a small grocery in upper New York State unwittingly provided the final spark. Mystified after receiving periodic large or-



Frozen baked goods are held in storage rooms, completely packaged and ready for shipment in corrugated boxes. Deliveries may be timed so that defrosting takes place in truck or on market shelf. Either way, non-fogging cellophane assures attractive appearance of products always.

ders, Arnold Bakers found that this grocer was freezing the shipment and removing a few items at a time for daily requirements. Arnold began largescale testing and built a new freezer plant in 1954.

Quick freezing has enabled Arnold to expand distribution to such widely scattered points as Atlanta, Detroit and Knoxville, Tenn. Seventeen freezing distribution points have been set up in Northern, Southern and Midwestern cities. The company says it is now possible through quick freezing for an Arnold customer to purchase frozen rolls in Detroit as fresh, or even fresher, than unfrozen rolls in

Comparison of unprinted cellophane packages shows even more strikingly the difference between fogginess of the regular cellophane (left) and clarity of the non-fogging cellophane (right) after a three-months' storage period at 0 deg. F., exposed at room temperature.

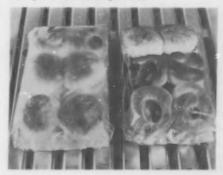


Table 1: Comparison of properties of conventional and polymer-coated cellophanes

| General   | PD* (also known as PT) | MSD* (also known as MST)        | K-202*                               | K-203*                               |  |
|---|------------------------|---------------------------------|--------------------------------------|--------------------------------------|--|
|   |                        | Lacquered regenerated cellulose | Polymer-coated regenerated cellulose | Polymer-coated regenerated cellulose |  |
| Material  | Regenerated cellulose  | (heat sealable)                 | (heat sealable)                      | (heat sealable)                      |  |
| Thickness, in.<br>Maximum width, in.                    | 0.0009-0,0016<br>52    | 0.0009-0.0017<br>49             | 0.0014<br>46                         | 0.0014                               |  |
| staximum width, in,                                     | 21.500                 | 19,500                          | 14.000                               | 14,000                               |  |
| Yield, sq. in. per lb.                                  | (0.0009 in.)           | (0,001 in.)                     | (0.0014 in.)                         | (0,0014 in.)                         |  |
| Mechanical  |                        |                                 |                                      |                                      |  |
| Tensile Strength  |                        |                                 |                                      |                                      |  |
| lb./sq. in.   | 8,000-19,000           | 7,000-16,000                    | 7,000-13,000                         | 7,000-13,000                         |  |
| Elongation, %   | 15-25                  | 15-25                           | 25-50                                | 25-50                                |  |
| Tearing strength  |                        |                                 |                                      |                                      |  |
| (Elmendorf), gm./mil <sup>1</sup>                       | 2-10                   | 2.10                            | 7-15                                 | 7-15                                 |  |
| Heat-sealing range, deg. F.                             |                        | 200-300                         | 225-350                              | 250-400                              |  |
| Chemical  |                        |                                 |                                      |                                      |  |
| Water-vapor permeability,<br>gm./24 hrs./100 sq. in. at |                        |                                 | 0.5                                  | 05.00                                |  |
| 100 deg. F., 90% R.H. <sup>2</sup>                      | Very high rate         | 0.2 to 1.0                      | 0.5 to 0.9                           | 0.5 to 0.9                           |  |
| Non-fogging from temp.                                  | v                      | No                              | No -                                 | Yes                                  |  |
| and R.H. changes  | Yes<br>Dry: very low   | Dry: very low                   | 100 -                                | 1 65                                 |  |
| Permeability to gases<br>(oxygen, carbon dioxide)       | Moist: variable3       | Moist: variable <sup>3</sup>    | Very low                             | Very low                             |  |
| Resistance to greases                                   | Must. variante         | Impermeable, but                | Y CAY ADW                            | very row                             |  |
| and oils  | Impermeable            | coating may be<br>affected      | Impermeable;<br>coating unaffected   | Impermeable;<br>coating unaffected   |  |
| Permanence  |                        |                                 |                                      |                                      |  |
| Maximum use temp., deg. F.                              |                        | Will char on prolong            | ed exposure at 375                   |                                      |  |
| Minimum use temp., deg. F.                              | Depends on typ         |                                 | About 0                              | About 0                              |  |
| Dimensional change                                      |                        |                                 |                                      |                                      |  |
| at high R.H., %   | 3-5                    | 3-5                             | 2-3                                  | 2-3                                  |  |
| Resistance to storage                                   | Deterioration          | due to age is negligible i      |                                      |                                      |  |
| Hammability   | Same as n              | ewsprint                        | Slow by                              | urning                               |  |

\*Code designations are those of E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Del. Data supplied by Du Pont Film Dept.

\*Figures represent pull to lear after starting. Force to start tear is too high to measure on some equipment and normally is not determined

\*Depends on moisture content of film and type and amount of plasticizer.

New York, even though both were baked in Port Chester, less than an hour from New York.

Polymer-coated cellophane is not new to Arnold. The firm was among the first to adopt the K-202 type for rolls and buns when it was introduced several years ago, with a healthy boost in sales resulting from the switch.

Now, with the non-fogging film, sales are jumping even more. Rolls are packaged and frozen a few minutes after removal from the oven and shipped to cold-storage warchouses in the South and Midwest. Retail delivery can be timed so defrosting takes place in the truck or on the market shelf. Either way the housewife is assured of freshness and quality equal to a product fresh out of the oven at the moment of defrosting.

Arnold makes its own bags and reports that the new film gives excellent machine performance and that no major changes were necessary to convert from conventional polymer-coated film. Heat-sealing temperature range is 25 to 50 deg. higher.

Like regular polymer-coated cellophane, the new film has less tendency [Continued on page 316]

**Credits:** K-203 non-fogging polymer-coated cellophane developed and manufactured by E. I. du Pont de Nemours & Co., Inc., Film Dept., Wilmington 98, Del., and printed by Milprint, Inc., 4200 N. Holton St., Milwaukee 1, Wis.



# **How Sears gets quality**

Appearance of top-honor packages of world's biggest merchandiser, drawn from resources in all parts of the country, is the result of a painstaking system of inspection and control

herever packaging men gather today, the latest at Sears, Roebuck is almost certain to be a topic of conversation. For the world's biggest mailorder and retailer seller has gained an outstanding reputation for the quality of its packaging design and construction.

Pace-making Sears packages are very frequently singled out for attention in these pages simply because they offer such a fine example for others. They usually are prominent in the award winners in any packaging competition, Charles W. Harper, director of the company's Informative Packaging and Labeling Department, is besieged with requests to tell how Sears does it,

Appearance-wise, much of the success of Sears' packaging comes from the uniformity of color reproduction and the high standard of printing on packages. How—with packages and labels coming

from dozens of different suppliers and going to hundreds of product manufacturers who supply Sears—is this accomplished?

Sears is quick to point out that its quality-control procedure is still in its first stages and that absolute scientific standards are some way off. But the effectiveness of the system as now set up leaves no doubt of its continuance.

#### Quality control manager

Two and a half years ago, Sears created the job of Quality Control Manager within its Informative Packaging and Labeling Department. The position is held by N. A. Olson, a man appointed because of his thorough background in technical graphic arts reproduction.

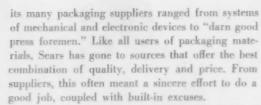
Before the program started, Sears realistically admitted that the individual quality programs of



Master samples are checked by Quality Control against proofs or finished cartons from many sources to assure desired quality and continuity of each packaging program.



Engraver's and color proofs on special jobs are carefully checked by Quality Control and design chief to be sure of an exact interpretation. In this way the Sears people learn from each job and constantly broaden their experience.



Sears' control program is aimed at establishing high printing-quality standards and maintaining accurate color reproduction. The Qaulity Control Manager works both sides of the packaging street: he sees that the company gets the job it should and he also prevents it from asking for the impossible.

The Quality Control Manager's job is cut out for him. Sears packages or labels under a company brand 95% of its more than 100,000 items.

His work begins before the package is designed and it ends only when the package is discontinued. There are three basic areas of responsibility: preproduction planning, production control and followup.

#### Pre-production planning

The Quality Control Manager meets with the Art Director and the Production Manager to determine what is wanted in the final package. He sets technical limitations for reproducing the job and provides as much specific information as possible to reach a practical solution. He specifies printing techniques and the types of inks to be used. He advises contributing production departments within the company on the preferred method of printing for a given job.

In conjunction with Sears packaging engineers,



All proof marks are made by Quality Control Manager, who has the final say of what can be expected of any specific piece of artwork or any printing technique,

In printing plant, Quality Control Manager checks proofs at the press whenever possible. This is regarded as essential on all first runs of big jobs and on all runs involving special inks and handling techniques that require explanation.



the Quality Control Manager sets the specifications for stock and finish. Obviously, quality of production depends in large measure on the quality of the packaging material used for a particular job. The packaging engineering group establishes standards for all materials used in Sears packages. There are no preconceived specifications for film packaging, folding cartons, bottles, corrugated boxes, etc., since each package must be engineered for the specific product and, in all cases, engineered to fit Sears store fixtures.

Packaging materials are laboratory tested, when needed, and mail tested. Though no product is shipped more than 300 miles through Sears mail-order department, new packages are shipped for testing a minimum of 300 miles and often from Chicago to California and return.

Once packaging-material specifications have been set by engineering, it is the Quality Control Manager's responsibility to see that they are followed in the final package production.

The Quality Control Manager often consults with the supplier to confirm procedures and to work out quality problems mutually.

This procedure now is enthusiastically received by suppliers. But it was not always this way. At first the quality-control program had some rough sledding. There was an instance in which Sears wanted a specially mixed red for a corrugated box. The reaction was:

"A special red? What's the matter with the reds we have been using for years? They have satisfied companies A, B and C."

But suppliers soon learned that "good enough" for one company meant nothing to Sears' Quality Control Manager. If the packaging application could be made and if it was felt that there was a good reason for it, then Sears wanted it done.

Often a supplier has been so pleased with the results that the Sears package has become one of his "showpieces." Sears requests are usually accepted by package producers, the company believes, because the Quality Control Manager knows what is wanted and how it can be produced.

After the Quality Control Manager agrees with the Art Director and others upon the preferred method of printing for a given job, the information is forwarded to the designer so that he can design within the technical limitations and to the purchasing department so that it can order packages to meet the technical requirements.

One recent example of such supplier-company cooperation was on a diaper package. Sears wanted to reproduce a baby photo on polyethylene for three basic diaper fabrics: birdseye, gauze and flannelette. Each cloth had various pricing categories, yet Sears did not want to carry a heavy inventory of packaging materials or packaged diapers.

The Sears solution illustrates coordination between suppliers and company as effected by the Quality Control Manager. After experimenting and finally rebuilding a press, the converter was able to print a fine-screen halftone on polyethylene by rotogravure. The designer created a color band, photo and brand logotype to be consistent on all packages. These elements were printed by rotogravure; three different color bands were alternately run, using the same plate and necessitating only a press wash-up. The specific product information (type and grade of material, informative fabric copy, size, etc.) was printed separately by flexographic printing in quantities that met market demand, using one of the three basic rotogravure-printed polyethylene sheets,

This meant that one set of rotogravure plates



Critical register areas of printing on corrugated box for American Peoples Encyclopedia is watched carefully for proper effect of transparent white overprinting on brown or black areas, such as retort against dark area showing microscope, test tubes, etc. Container by Inland Container Corp.

> Staff heads are brought together by Quality Control Manager for consultation with packagingsource people to review limitations and to determine best practical approach to special problems.



served all diaper packages. The Quality Control Manager carefully checked the flexographic black imprinting for register and color quality.

After the new diaper packages went on the market, the normal six months' inventory was sold in 90 days—attesting to the effectiveness of the packaging.

#### Production control

At this stage the Sears Quality Control Manager goes directly into the supplier's plant whenever it is possible. Wherever possible he checks the plates to be used on the job through silverprints, etched proofs or the plates themselves. In the case of corrugated printing he specifies the kind of plates to be used to secure the desired results. In the plant he always pulls samples at the beginning of the press run and selects two proofs as master proofs. One is retained by the supplier, the other by Sears. All subsequent copies and subsequent printings must match (within acceptable tolerances) the two master proofs.

Engraver's proofs are not used as the basis for establishing quality control during production. A sample from the beginning of the press run itself is always used.

At Sears it is the Quality Control Manager, not a purchasing agent, who puts final approval on package printing.

One job that called for plate inspection was a corrugated container for a set of encyclopedias. Sears found that because the mailman and not a salesman delivers these books, the customer sometimes changes his mind by the delivery day and refuses the set without even opening the package. To overcome this, Sears created a shipper with a two-color design on five sides that implies knowledge and quality, People are so interested in the attractive cartons they invariably open them (and subsequently keep the encyclopedias).

The shipper is printed on a tan liner in transparent white ink and brown or black. Plates not only had critical register areas, but colors had to be in perfect balance in overprinted areas to prevent the possibility of obliteration of the design.

The Quality Control Manager made sure that (a) the artwork was produced in a reasonable fashion for good reproduction, (b) the plates faithfully reproduced the artwork and (c) the printer used the right colors and reproduced the job accurately.

#### Follow-up

On all subsequent printings the Quality Control Manager matches a proof from the supplier against his master proof from the first press run. The supplier is expected to do the same. This helps to maintain consistent quality. It does not base acceptance on a "very nice proof" from the last time the job was run.

Occasionally new sets of master proofs are pulled to replace existing sets which change with aging, atmospheric conditions and other conditions. In a cellophane package for hosiery, for instance, the film will deteriorate over a period of a year and acquire a cast that changes the colors. New standards for this type of package must be periodically established to maintain high quality.

After each job is completed (or when proofs are compared during subsequent printings) the Quality Control Manager reviews proofs with the Art Director and Production Manager. This is a self-policing procedure. These departments are thus aware of printing limitations and are better prepared to transmit information to their staffs on similar packages in the future. If any proof has to be marked, only the Quality Control Manager makes the corrections on the proof.

A typical Sears package that calls for careful reprinting control is the company's folding carton for bras.

The Sears folding carton keeps the bra section orderly and the garment clean. The box consists of a three-color design of yellow, blue and black. Blue runs solid and in a fine-line screen, which could fill up and become mottled or run off-blue in subsequent printings. A solarized photo of a model wearing the particular boxed bra is run on a black



panel with the bra in a positive black screen reproduction—another critical printing area. Quality control of the several different cartons that hold various styles of bras has resulted in uniform cartons and faithful reproduction of the screened areas illustrating the carton contents.

In any quality-control program the variable factors in color reproduction are most difficult to control. To transmit more exact information to suppliers, Sears has created its own color-swatch file. The Art Director approves each new color and the Quality Control Manager is responsible for maintaining the color-swatch file.

Sears went to an ink manufacturer\* with its request to make the color swatches for the company. Now Sears has about 150 standard color samples designated by such names as Kenmore Red, Kerrybrooke Gray and Maid of Honor Yellow. The company furnishes the supplier with swatches of the special Sears colors it desires for a particular package. The supplier must either match the color or order the specified color from the ink manufacturer that produced the swatches.

Sears color-swatch file is made available to suppliers around the world through the ink house. This lays a foundation for extensive quality color control not only throughout Sears domestic packaging, but for packaging in its big Canadian subsidiary (Simpsons-Sears) as well as for packaging for foreign outlets and for a large number of packaged imports.

The results of the quality-control program apparently have benefited suppliers as well as Sears. A designer who has worked on many Sears packages reports that he has seen the quality of one plant rise from average to superlative due to the quality standards it must meet for Sears packages. This supplier is now known for fine craftsmanship—yet only a part of its output goes to Sears.

Another package manufacturer says, "The only man who has the run of our plant, besides our own people, is the Sears Quality Control Manager. He can walk in unannounced and go anywhere he wants. We consider his job a help, not a hindrance, because in the long run he will save us time and money."

Sears considers its quality-control program an effective system of checks and counterchecks. From the long-term viewpoint it is an educational program for both company personnel and suppliers.

"After all," says a company spokesman, "this is really just a matter of making certain that you get what you pay for when you buy packaging at an intelligent market price."

The intelligence includes a rising standard of quality in all types of packaging materials.



Positive reproduction of bra in black screen that draws attention to product must be in accurate register with the blue screen background if illustration is to be effective. This requires careful watching by Quality Control Manager. The three-color design is printed in blue, yellow and black. Folding carton by Paper Package Co.



Unusual realism of photographic illustration on polyethylene wrap for diapers was accomplished by close cooperation between Sears Quality Control and the converter of the film in working out fine-screen halftone rotogravure work, actually requiring the rebuilding of a press. Design by Penson-Tuttle, Inc.; package by Milprint, Inc.

<sup>\*</sup> Printing Ink Div., Interchemical Corp., New York.

### Tetrahedral juice pack

Installation of the Swedish machine for making tetrahedronshaped paper containers is reported by Glenco Citrus Products, Inc., Anaheim, Calif., for producing 4-oz., single-service packages of fresh orange juice. Previous installations in this country have been confined to milk packaging (see Modern Packaging, Oct., 1951, p. 177; Aug., 1956, p. 190; Nov., 1956, p. 234). The machine simultaneously forms, fills and seals packages of bleached kraft paperboard, waxed outside and lined inside with polyethylene, from roll material.

According to Glenco, the package provides a small, practical container, low enough in cost to make merchandising of 4-oz. packages of fresh orange juice economically feasible. Packaging costs of an individual serving are said to be reduced as much as 40%. Glenco expects the package to open up markets that will increase the company's volume 25% through sales to schools, institutions, transportation terminals and vending machines.

Credits: Tetra Pak paper stock supplied by Crown Zellerbach Corp., 343 Sansome St., San Francisco, Machine by A. B., Tetra Pak, Lund, Sweden.



# DESIGN HISTORIES

#### **Bobbins in barrels**

A plywood barrel for use in the export of British Celanese yarn replaces a conventional thick wooden case lined with lead-coated sheet iron.

Since the company began exporting yarn nearly 20 years rgo, British Celanese, Ltd., has tried several methods of packing the bobbins. With careful handling, the wooden case protected the yarn adequately, but it proved excessively expensive. The new plywood barrel has several advantages over the old container. Its cylindrical shape enables the flanges of the bobbin to be in contact with the container at all points. It is light in weight. It needs no battens (imperative under the conventional packaging methods) and it is more resilient. These four points have drastically reduced freight cos s and insurance premium charges, according to the company.

The barrel is similar to a container in general use for such products as chemical powder, but has thicker plywood walls, stronger lid and improved fasteners.

Credit: Plywood barrels by Venesta, Ltd., Vintry House, Queen St. Place, London, E. C. 4, England.



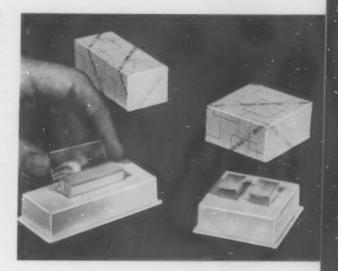
## New convenience in the laboratory

An all-purpose, 1-oz. container for shipping, storing and dispensing Corning Glass Works' laboratory cover glasses represents a radical departure from the old ½-oz. packages. The new package is comprised of a formed polystyrene base and paperboard cover of set-up construction. The glass cover slips are held vertically in molded wells of the formed plastic base. They may be removed one at a time by touching only the edges, so that fingers never come into contact with the flat working surfaces.

The design of the package reduces the tendency of cover glasses to stick or seal together, a frequent problem when packaged by other methods, the manufacturer says. Little or no pressure is exerted on adjacent surfaces of the cover slips in the new package. A lint-free cushion in the box cover protects the cover glasses from lint and dust,

Paperboard cover for the container is printed with a geometric design and company name in an all-over pattern.

All seven thicknesses of the water-white, distortion-free, Corning brand optical cover glasses are available in rectangles and squares in the new dispenser pack.



# DESIGN HISTORIES

### **Australian wine label**

A slant on package-design thinking around the world is revealed in these labels from "down under" for Old Woodley Port, an Australian wine. "The theme is thoroughly Australian—aboriginal bark paintings," reads a letter from Woodley Wines, Ltd., Glen Osmond, South Australia. "The initial impact on the local market is nothing short of amazing and we feel sure it will have even more significance outside of Australia."

Months of research were spent to develop authentic reproductions. Bark texture gives the paintings a realistic background. The front label contains the brand name in a white shield, surrounded by the design motif on a dark brown background. The rear label reproduces the designs in smaller size, identifies each and gives the thinking behind them: "Bark painting of the Australian Aborigines and wine making are both ancient arts. Much as the Aborigine finds the expression of his art in this typical Australian way, so has the wine maker in Australia developed the art of making wines applicable to the Australian palate and created for Australians."



## Bright, easy-to-open, 12-can beer pack

A new 12-can pack designed for easier opening and can removal, as well as to be quicker to spot on the stockcrammed shelves of supermarkets and beverage stores, has been adopted for Hudepohl Golden Beer.

The inexpensive easy-open feature which reportedly retains all the protective benefits of the corrugated container is built into the package when the box is die cut. Two sets of perforations are cut across one top flap and down one side. The top flaps are cut short to provide a finger hold for tearing out the perforated section with one easy pull.

In an effort to achieve high recognition value alongside other brands, the packaging material was changed from natural-colored kraft to white corrugated board. On this high-white surface, a new gay plaid design in red and black is printed, featuring the name, Hudepohl, inside the familiar oval shape, together with the company's "Processed 14K" square trademark design. The design appears on all four side panels of the container.

Credit: Corrugated container by Inland Container Corp., 700 W. Morris St., Indianapolis 6, Ind.



# DESIGN HISTORIES

#### Two-piece thermoform

The growing trend toward improved presentation of metal tubes so that they may be seen is indicated by a two-piece thermoformed track pack adopted by Chas. Pfizer & Co. for physicians' samples of Neo-Magnacort.

The tube is visible, yet completely protected—not by an ordinary blister package, but by a thermoformed, contoured platform of white polystyrene which, in turn, is enclosed in a covered dome with a track edge on each side to mount the platform to a card.

This double packaging gives a quality appearance to the item, providing a more impressive background for the collapsible metal tube. Printing on the front of the card emphasizes product name and the recommended use, while the back of the card is used to give the consumer additional informative data about the product.

The construction suggests possibilities for packaging many small items. The supporting platform could be made in any color to enhance the product or the backing card.

Gredit: "Slidon" package by Plastic Artisans, Inc., Dock St. & Martin Pl., Port Chester, N. Y.



## Can carrier adapted for no-return bottles

Originally designed for cans, a six-pack wrap-around carrier is being used by the White Rock Bottling Co. of Los Angeles for automatic packaging of no-return bottles for its line of flavored soft drinks, club soda and ginger ale.

A slight modification of the usual construction allows the bottle necks to fit through openings die cut in the top panel of the carrier, which wraps around the bottles and fastens at the bottom. Finger holes in the top panel make the carriers easy to pick up.

The carriers offer ample surface for merchandising brand and the individual beverages in multiple units. They are printed in one design with different color combinations to designate the various beverages. The club-soda carrier is light and dark blue; the black-cherry carrier, burgundy and pink, and so forth. The White Rock logotype appears on the top and side panels. The bottling company is packaging Welchade in the same-style carrier printed in the product's own distinctive logotype.

Credit: Carrier by the Robert Gair Div. of Continental Can Co., 100 E. 42 St., New York 17.



# DESIGN HISTORIES

### Foil wrap for mints

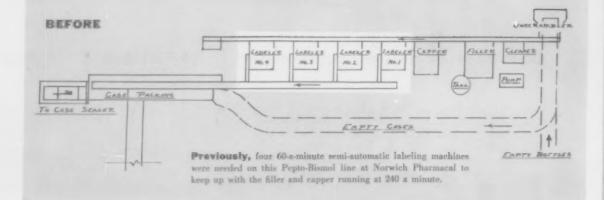
Long familiar in round metal containers, Katherine Beecher Mints are now appearing for the first time in a new foil-overwrapped rectangular paperboard package, adopted after extensive tests convinced the company that heat-sealed aluminum foil affords adequate product protection from loss of moisture. The rectangular package, according to the company, has many desirable features for certain markets in that it is lighter weight and easier to display and wrap.

Rotogravure color printing on the foil overwrap provides an appetizing, realistic reproduction of the different-colored mints against a bright green background, accented with white for product name and black outlined with gold on a white panel for brand name.

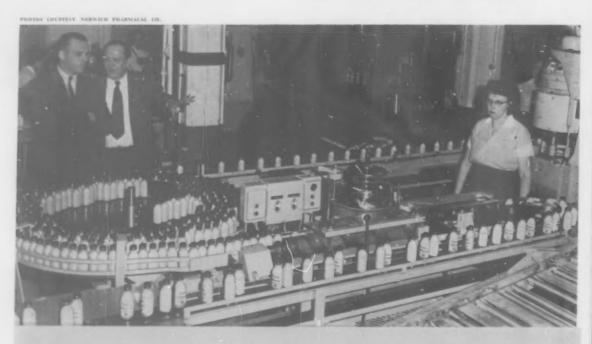
A divider is used inside the two-piece box of folding, glued construction to separate the four colors of mints—pink, green, yellow and white. When cut along indicated guide lines, the foil wrap becomes a hinge on opening the box.

Credits: Foil overwrap by Milprint, Inc., 4200 N. Holton St., Milwaukee 1, Wis., using Reynolds Metals Co. aluminum foil. Boxes by S. E. Myer & Son, Palmyra, Pa.



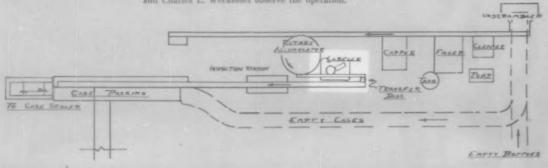


## 240-a-minute



AFTER

Now a single automatic labeler, fed from a large rotary accumulator, with single attendant, replaces four old machines and four operators. In modifying new screw-feed machine to handle and position difficult triangular bottle, ways were found to boost its rated speed by almost 50% and thus achieve the desired 240-per-minute goal. In the photograph above Norwich Pharmacal Co.'s T. J. Eaton, vice president and director of services, grandson of one of the company's founders, (left) and Charles L. Weckesser observe the operation.



The distinctive triangular-shaped bottle which Norwich Pharmacal Co., Norwich, N. Y., has used for its pink Pepto-Bismol since 1913 is a difficult container to handle mechanically. However, the bottle's three-sided shape, combined with its familiar yellow label and the medicine's pink color, are valuable recognition features. Thus, when Norwich decided recently that increased labeling automation as well as more labeling speed was needed for its 4-oz. filling line, it attacked the problem not by changing its container to fit existing machinery, but

## labeler

Modifying an automatic screw-feed labeler to handle its triangular 'problem' bottle, Norwich boosts speed to point where single new machine does the work of four old ones

rather by modifying the equipment to the peculiar shape of the container.

The bottle is now automatically handled on a rolling basis as though it were round instead of three-sided, a phenomenon that's rather startling to witness. The machine which does the job replaces three other glue-labeling machines and frees three operators, yet speeds up the filling line by 60 bottles a minute.

Before Norwich turned its attention to this labeler, the automatic machine's top speed had been 165 label applications per minute. Norwich, in conjunction with the machine supplier, has coaxed from it 240 labels per minute. Its use achieves an estimated \$11,250 annual saving, enabling the machine to pay for itself in less than a year.

#### Background

In 1947, Norwich Packaging Engineer Charles L. Weckesser, in conjunction with the labeling-machine supplier, had performed what was then believed to be a near-impossible feat by adapting roll-on belt devices for label application to the triangular bottles. (Actually the bottle shape has been modified to the extent that the angles are rounded, but basically it remains three sided.) The same team is responsible for this new development.

For several years, labeling of the 4-oz. bottles was performed by Norwich on three semi-automatic machines (and three roll-ons), each labeler requiring one attendant and operating at 60 bottles per minute. Thus the labeling operation ran consistently at 180 bottles, but the preceding machines in the line—the unscrambler, cleaner, filler and capper—were gradually improved to the point where they could supply 240 bottles per minute. Although the addition of one more semi-automatic machine would have brought the labeling operation up to that pace, an additional operator also would have been required to handle it.

Norwich decided to tackle the problem forthrightly by attempting to find a single automatic machine that would handle the entire labeling job at the 240-per-minute speed.

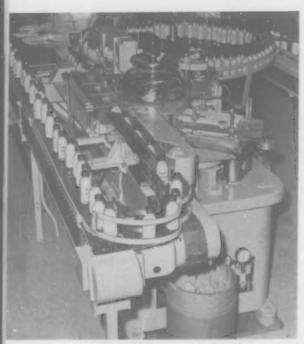
As its starting point, Norwich selected a basic glue labeler which handled round hottles automatically, operated on a non-stop rotary basis, included a circulating glue-supply system and offered a suction label-handling feature. Time (about one year), trial and error resulted in several modifications which enabled Norwich to achieve its goal—adapting the labeler to a three-sided bottle and at the same time increasing its labeling speed 50%.

This is an exceptional instance of cooperation between the packager and the machinery manufacturer. The machinery firm was encouraged to go into the necessary mechanical and engineering work because Norwich was willing to gamble on uncertainties. Norwich's agreement to accept, if necessary, a working speed of 200 per minute, even though the hope was for 240, reduced the gap that

\*See "Non-Stop Label Gluing," MODERN PACKAGING, Aug., 1956, p. 126.

This is the bottle they said couldn't be automatically labeled at high speed. Importance of three-sided bottle as brand trademark led Norwich to tackle problem, with astonishing results.





Innovations in automatic, high-speed, screw-feed, continuous, rotary glue labeler included speeding up chain and pressure belts, extending and float mounting feed screw (left center) and re-shaping feed-screw pockets to accommodate tri-angular-shaped bottle. Movement of oscillating label hopper (right center) was made smoother and in-and-out movement of glue roll modified to prevent pounding and jogging at new high speeds. In center is vacuum dome of the rotating label pick-up and applier. Finished bottles flow off at left past inspector at the rate of 240 a minute.

had to be bridged from the 165 labels per minute at which the standard machine was rated. It was this spirit of cooperation which encouraged the manufacturer to shorten the strokes of certain critical motions and convert to an electrical index system rather than vacuum for instantaneous reaction—experiments which really paid off in the machine's eventual 240-per-minute performance.

#### How it works

A step-by-step study of the machine's operation may best demonstrate the changes, which aimed chiefly at orienting the triangular bottles and holding them in position until the label is applied, as well as smoothing out the entire operation for higher speed.

The bottles are conveyed one against the other in a single line from rotary accumulator to the plastic feed screw which re-spaces them. To handle Norwich's bottles, the fed screw was extended and float mounted opposite the normal position and the screw pockets were adapted to the three-sided bottles by being shaped to conform more closely to their triangular design.

The chain and pressure belts were speeded up and the conveyor belt adjusted to move more slowly than the screw. Thus when the increasing pitch of the feed screw gradually spreads the bottles farther apart (until it achieves a spacing in which the distance between two consecutive bottles is equal to the spacing of the labels on the cylinder) the bottles are oriented against the rear of the screw pocket for correct three-sided label application.

The labels themselves are held in an oscillating magazine which travels momentarily in the direction the cylinder is rotating and at the same linear velocity. At this point the magazine moves in against a suction cylinder and the label is transferred from magazine to cylinder. A change was made in this oscillating hopper movement to smooth the in-and-out stroke and prohibit jolting at the increased speed.

The cylinder holds the labels by vacuum and as it rotates presents them to the glue roll. An adjustment to cut out excessive in-and-out movement of this glue roll was effected to eliminate pounding when the machine was run at high speed.

Next, the glued label is brought directly opposite the bottle and engages it at the point of tangency of the suction cylinder with the line of movement of the bottles through the machine. On the conventional labeler, the bottle is forced against the label to achieve a positive engagement, but this slows the operation because a split second is required for suction to build up. This was changed so that the label is actually blown against the bottle, allowing the bottle to retain its perfectly oriented position.

After the label has been positioned, the bottle continues through a compression section, moving between a running belt and a fixed opposing compressible wall. The completed bottle is then discharged by a transfer disk.

#### **Preliminaries**

Troubles which so frequently accompany new equipment and a line speed-up were avoided by Norwich by careful advance planning and testing.

Before the machine was shipped to the Norwich plant, a filling-line test was run to make sure that the other equipment was [Continued on page 301]

Credits: Modified Pony 165 automatic glue labeler manufactured by New Jersey Machine Corp., 16 St. and Willow Ave., Hoboken, N. J. Bottles by Brockway Glass Co., Inc., Brockway, Pa.; Knox Glass, Inc. Knox, Pa., and Owens-Illinois Glass Co. P. O. Box 1035, Toledo 1, Ohio. Labels by National Label Co., 19 St. and Indiana Ave., Philadelphia 19, Pa., and The Mid-York Press, Inc., Norwich, N. Y.

## **New Kleenex pop-up**



To open, says copy, simply press in two dots and remove perforated section.



Pinch does it. Perforated line breaks easily; elliptical section folds between thumb and finger, draws out first tissue.



Pop-up goes on till box is exhausted. With previous top opening, last tissues in this deep box might be difficult to remove.

Elliptical perforation running around two sides

is easy to pinch out and works perfectly

down to the last tissue

in new, deeper 400 box

The Kleenex carton has long been famous for its patented, one-at-a-time dispensing feature—one of the real pioneers of convenience packaging. But when Kimberly-Clark Corp., producer of Kleenex, brought out a new 400-tissue size it realized that the old top "pop-up" slot wouldn't do.

The new bigger box, 3¾ in, deep, offered the danger that the last few tissues might drop to the bottom and be difficult to remove. The company also looked for a greater opening convenience if it could be found.

The new "press-open" tab, giving an elliptical opening that runs from the top center over the edge and two-thirds of the way down the front panel, meets both considerations. The perforated tab is easily removed by slight inward pressure of thumb and finger at the two ends, collapsing the ellipsis together and removing it in one piece. Small circles on the tab tell the consumer where to press, with the lower circle (on the side of the box) stating "press first."

In addition to giving a consistent "pop-up" Kleenex tissue for all 400 sheets, the company cites several other advantages for its new around-the-edge opening:

1. There's no need to open the box with fingernails or sharp objects.

There is less chance of ripping the box beyond the perforated outline, due to a special combination perforated, semi-cut construction.

3. The box is more rigid and remains more attractive during use.

 The pop-up feature is more convenient because tissue is pre-gathered at [Continued on page 322]

Credits: New Kleenex 400s cartons by The Bartgis Bros. Co., Catonsville, Baltimore 28; Fibreboard Products. Inc., 1789 Montgomery St., San Francisco 11; Michigan Carton Co., Battle Creek, Mich., and The Ohio Boxboard Co., Rittman, Ohio.

"New "Kleenex," Packaging's Hall of Fame, Mosenn Packagene, April, 1980, p. 136.



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5



MODERN PACKAGING

- 1 Take-home sales are encouraged by this new furniture prepack for Airlite-Aluminum Corp.'s light-weight aluminum chairs. The bags are made of two layers of printed kraft. Bag, Union Bag-Camp Paper Corp., New York.
- 2 The realistic illustrations of the Rosita Products Co.'s new frozen Mexican-style dinners are reproduced from full-color photographs, gravure printed, using translucent inks. Carton overwraps are made of a heat-sealable, foil-wax-tissue lamination. Wrap, Shellmar-Betner Flexible Packaging Div., Continental Can Co., New York.
- 3 Surmey Parfums' "Show Time" perfume is packaged for self-service merchandising in supermarkets in a heart-shaped acetate box with flocked base. Pressure-sensitive label band seals the package and is changeable for seasonal promotions. Box, Ve-Alite Plastics Corp., Brooklyn. Bottle label and tape, J. L. May Co., New York. Bottle, W. Braun Co., Chicago. Cap, Richford Corp., New York. Display unit, Freedman Die Cutters, Inc., New York.
- A Renfield Importers' new six-color gift cartons for Cointreau and 19 companion liqueurs promote the company's full line of liqueurs in addition to Cointreau itself. The 22-pt.-board carton has a tuck top and automatic-locking bottom. Carton (Fidel-I-Tone printed), Lord Baltimore Press, Baltimore, Md. "LusterBoard" stock, S. D. Warren Co., Boston,
- 5 Heavy-walled polyethylene squeeze tubes for Yale Engineering Co.'s Muffler Cement simplify muffler installation and repair. A light squeeze directs compound to the work area. "Bracon" tube, Bradley Container Corp., Maynard, Mass.
- 6 Stepped-up design of the carton for Church & Dwight Co.'s Arm & Hammer Sal Soda washing soda sharpens identity, yet retains the basic blue and red colors and familiar arm and hammer trademark. A new 1-in. square price patch has been added. Design, Jim Nash Associates, New York. Carton, Fort Orange Paper Co., Castleton-on-Hudson, N. Y.
- 7 Overwraps for Vories Baking Co.'s saltines, distributed for 50 years in the South, now feature an appropriate New Orleans motif in five colors, rotogravure printed, that reportedly is winning shelf facings and floor display. "Glamakote" overwraps, Marathon Corp., Menasha, Wis.
- Stuart Hall Co.'s new colorful corrugated shipper-display box is reported to have doubled sales of its stationeryproducts line. The carton converts easily into a display stand. Carton, Hinde & Dauch, Sandusky, Ohio.
- 9 Ponce de Leon Co.'s Genuine Orange Blossom Creme Perfume in a collapsible metal tube is aimed at greater sales by encouraging women to carry the product in their handbags. Tube, designed in orange and white, is neat and safe to carry. Tube, Sheffield Tube Corp., New London, Conn.
- 10 National Biscuit Co.'s Nabisco Veri-Thia pretzels and Nabisco Stick pretzels packages now have tear tapes, which are applied mechanically across the top, that enable cartons to be opened without destroying the printed cellophane over-









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wraps. "Zip-Tape" and wrap, The Dobeckmun Co., Cleveland.

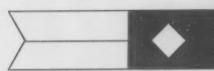
- 11 Bags with tearing strips, now used on Red Top mineral wool Blanket Batts, U. S. Gypsum Co.'s insulation material, offer safety, speed and convenience in use, and eliminate former damage to batts when packages had to be opened with a knife. Bag, Bemis Bro. Bag Co., St. Louis, Mo.
- 12 A two-piece transparent acetate box was selected to package the first book produced on magnetic tape—Tape Recording Magazine's "Tapebook." Cover of manual of illustrations serves as a label. Box, J. E. Plastics Mfg, Corp., New York.
- 13 New 12-oz. bottle with swirl design and applied color label in white and red, replaces former plain bottle for Clicquot Club ginger ale, sparkling water and carbonated beverages. Bottles, Anchor Hocking Glass Corp., Lancaster, Ohio.
- 14 The only additional packaging that is needed to promote two of Elizabeth Arden's Blue Grass items as a deal is a colorfully printed vinyl plastic band that holds the two packages firmly together. "Rapid Ribbon" bands, Rapid Ribbon Corp., Montrose, N. Y.
- 15 Gift cartons for Julius Wile Sons & Co.'s wine and spirits both protect and display the bottles. Each carton is designed and printed in colors to synchronize with bottle contents. Contents can be poured without taking bottles out of the cartons. Cartons. United Board & Carton Corp., New York.
- A tubular transparent container for Beardmore Perfumed Bubble Bath features three-color registered printing on acetate sheet. Container, American Cellubox Corp., Long Island City, N. Y., using acetate by Celanese Corp. of America, New York.
- A novel idea for packaging buttons is suggested by Schlback & Whiting, Ltd., of Maidenhead, England. The buttons are secured to narrow lengths of transparent cellulose film adhesive tape. Tape is wound with buttons outward on a paperboard reel. Twelve reels come in an acetate-covered tray. Tape, British Cellophane, Ltd., London, England.
- 18 Two new four-color cartons can display 11 types of Taylor Wine Co.'s wines. A rectangular cut-out in the face of the vertical carton reveals wine type printed on a die-cut sleeve fitting inside the carton. Horizontal carton displays Taylor's champagne. Cartons, Container Corp. of America, Chicago.
- 19 Versatility of the fibre dairy container is illustrated by its use for three refrigerated apple drinks, distributed by dairies and other packers: Geiger's Pure Apple Cider and Hood's apple juice in quart cartons, and Sun Dew's product in a pint size. Containers, American Can Co., New York.
- Further indication of the trend toward more attractive presentation of metal tubes is Max Factor's Hi-Fi Creme Mascara, packaged with two eye brushes in a transparent acetate container topped with a blue cap. Acetate container, Extruded Plastics, Inc., Norwalk, Conn. Collapsible tubes, Sheffield Tube Corp., New London, Conn.



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Packaging

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Impulse—and result. Widespread use of pictorial menu suggestions on cartons is credited with increasing per-capita consumption of butter more than 7% in last three years.



PHOTOS COURTEST MARATHON CORP.

## **Butter's**

he butter industry is currently reversing the downward trend of per-capita butter consumption, thanks, in large measure, to a concerted effort toward the use of pictorial cartons that feature appetizing end uses of this dairy product.

For years, the realistic index of butter consumption had dropped steadily. In 1950, for instance, the average American ate 10.6 lbs. of butter. By 1953 this had gone down to 8.4 lbs. In that year the Paraffined Carton Research Council, Butter Industry Promotion Committee, American Butter Institute, American Dairy Assn. and National Milk Producers Assn. got together in the first major effort to promote use of color vignettes on butter cartons.

Typical illustrations show butter melting on baked

potatoes, pancakes, peas, broiled sirloin, etc. Some dairies even are showing rich-looking cakes and cookies, suggesting that butter makes an excellent shortening. The whole purpose is to spur purchase and consumption of butter by suggesting its goodness in uses that might otherwise be overlooked.

The climb back for the per-capita butter consumption has been slow but steady. In 1954 and 1955, per-capita butter sales went up to 8.7 lbs. and then to 8.9 lbs. Figures for 1956 are incomplete, but 9.0 lbs. is a reliable estimate. That's better than a 7% increase in three years. The industry is confident that its package-design program will push individual butter consumption in 1957 even higher.

The mouth-watering illustrations have been used

on all three basic types of 1-lb. butter cartons: the Elgin, the Western and the Eastern.

The picture is usually complete on one surface. The flatter cartons, the Western and Eastern, offer a greater single area for displaying colorful buttersmothered foods. The square-end Elgin carton, used for three out of four butter packages, often achieves added display value by lapping an illustration over two display surfaces.

Reluctance to change an established carton design is giving way to dairy owners' realization that today's self-selection merchandising requires constant change and new appeals to maintain buying interest. One example is the butter carton of the Wisconsin Co-Operative Creamery Assn., Union Center, Wis. Its package remained virtually unchanged from 1928 to 1954. A switch to a pictorial carton found sales steadily increasing, with one plant recently reporting a 15% sales rise.

The success of the picture carton is best gauged by the individual reactions of sales-conscious dairy owners. A spokesman for the North Star Creamery PHOTO COURTESY PARAFFINED CARTON RESEARCH COUNCIL



Typical appeals to appetite, all reproduced in full color from photographs, include the use of butter on waffles, toast, pancakes and baked potatoes, as well as in cookies and rolls.

## comeback

It's directly traceable to concerted industry movement toward pictorial cartons suggesting appetizing uses; long downtrend in per-capita consumption is now reversed

Co., Kenyon, Minn., states that sales increased 26% in the three-month period following the January, 1955, introduction of a new carton that shows chunks of butter on a baked potato and on toast. He says that such a rapid increase definitely could not come from a product quality change, since both packages clearly were labeled and graded "Minnesota Grade AA." "There remains only the carton to receive the credit," he concludes.

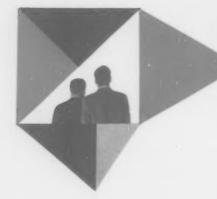
And here's evidence on a reverse switch. Last year the Spink Country Dairies, Redfield, S.D., had to use stock cartons for two weeks when its supply of illustrated cartons temporarily ran out. The dairy had experienced a 43% sales increase when it went to the new cartons, but sales dropped to about 65% of normal demand while the stock cartons were in the display cases.

While not all dairies that are following the trend to pictorial cartons give complete credit to the new design practice, virtually all of them believe that packaging deserves a large part of the credit for butter's comeback. PHOTO COURTESY MILPRINT, INC.



Stock designs with pictorial vignettes are available for use by smaller dairies. These beautifully lithographed designs show their application to all three of the butter-carton styles: the Elgin, the Eastern flat and the Western flat.

# Packaging show is ready



Full range of packaging developments to be on view in 26th National Exposition in Chicago Amphitheatre, April 8 to 11; exhibits and attendance predicted close to 1955 record

The packaging world converges on Chicago early next month for the 26th renewal of what has come to be the great annual opportunity to see and talk about the newest developments in every phase of packaging. The 26th National Packaging Exposition and Conference will open in Chicago's vast International Amphitheatre on Monday, April 8, and run through Thursday, April 11.

The big show appears likely to be comparable in size with its previous appearance in this hall in 1955. The management expects 375 exhibitors, as against 382 in 1955, and an attendance of 30,000. An all-time attendance record of 31,000 was set in Chicago in 1955.

The scope of exhibits in this show customarily runs the gamut, through machinery, materials, containers, accessories and services pertinent to packaging and package handling of all kinds. Based on past experience, the visitors will represent some 9,000 package-using companies.

From an advance survey of exhibitors by MODERN PACKAGING, it is apparent that machinery developments will be among the important things to see. Among other operating equipment, a complete aerosol production line will be shown in action this year for the first time.

The exposition will cover three acres in the Amphitheatre's South Hall and Exposition Hall. It will open daily at 10 a.m. On Monday and Wednesday doors will close at 6 p.m. On Tuesday there is an evening session until 9 p.m. and on Thursday the show ends at 3 p.m.

Admission to the show is free to anyone with a business affiliation. Advance registration tickets are available from the show sponsor, American Management Assn., 1515 Broadway, New York 36; from

the show managers, Clapp & Poliak, Inc., 341 Madison Ave., New York 17, or from any exhibiting company. Admission may also be arranged at the Amphitheatre.

Seventeen of Chicago's leading hotels have set aside blocks of rooms for exposition visitors. The Housing Bureau of the Chicago Convention & Visitor's Bureau will again offer its services to assist in finding accommodations. It is suggested that reservations be made as early as possible. Applications can be sent to the Packaging Exposition Housing Bureau, 134 N. LaSalle St., Chicago 2. Along with the usual information of name and address, company affiliation, price range and type of accommodation desired, applicants should list up to six hotel preferences.

#### Conference

The AMA Packaging Conference that is conducted annually in conjunction with the show this year will have morning sessions only, on April 8, 9 and 10, leaving afternoons and the last day free for visiting the exposition.

Conference sessions will be at the Palmer House from 9:30 a.m. to 12:30 p.m. on Monday and from 9 a.m. to 12:30 p.m. on Tuesday and Wednesday. The full conference costs \$18 for AMA members and \$24 for nonmembers. For single sessions, members pay \$7 and nonmembers, \$10. Conference registration should be advance to eliminate waiting in line at the large Registration cards are away on the large ging Div. of AMA.

More than 1,000 originalists in packaging, shipping, tradic reasonable materials handling and theing are expected that the conference program will explain the entire packaging

## **Conference program**

## **AMA National Packaging Conference**

Palmer House, Chicago, April 8-10

Monday morning, from 9:30 to 12:30

Grand Ballroom

Packaging—A Dominant Factor in Today's Consumer Markets—A. C. Nielsen, Jr., executive vice president, A. C. Nielsen Co., Chicago; and Dr. Harry C. Trelogan, Director, Marketing Research Div., Agricultural Marketing Service, U.S. Dept of Agriculture, Washington, D.C.

Tuesday morning, from 9 to 12:30

Concurrent session

Grand Ballroom

Quality and Cost Control in Packaging—C. L. Rumberger, vice president, Research and Quality Control; K. F. Lang, head, Packaging and Sterilization Dept.; Ian MacPhail, dept. head, Statistical Quality Control; F. C. Majorack, manager of Product Development—all of H. J. Heinz Co., Pittsburgh.

Red Lacquer Room

Concurrent session

Industrial Packaging—E. K. Gustin, pockaging engineer, Bendix Products Div., South Bend, Ind.; A. O. Mooney, traffic manager, Bendix Eclipse-Pioneer Div., Teterboro, N. J.; R. E. Chrisman, traffic manager, Bendix Pioneer-Central Div., Davenport, Iowa; T. E. Shelly, traffic manager, Bendix Marshall Eclipse Div., Troy, N. Y.; E. E. Gollnick, aircraft service packaging coordinator, Bendix Aviation Corp., South Bend, Ind.—all of Bendix Aviation Corp.

Wednesday morning, from 9 to 12:30

Grand Ballroom

Package Design and Testing Procedures for Shipping Cases—K. W. Kruger, chief, Div. of Packaging Research; R. K. Stern, technologist; T. B. Heebink, engineer; R. S. Kurtenacker, engineer; L. O. Anderson, engineer; K. Q. Kellicutt, engineer—all of Forest Products Laboratories, U. S. Dept. of Agriculture, Madison, Wis.

#### HOURS

#### Exposition

Mondsy, April 8 10 a.m. to 6 p.m.
Tuesday, April 9 10 a.m. to 9 p.m.
Wednesday, April 10 10 a.m. to 6 p.m.
Thursday, April 11 10 a.m. to 3 p.m.

#### Conference

Monday, April 8 9:90 a.m. to 12:30 p.m.
Tuosday, April 9 9 a.m. to 12:30 p.m.
Wednesday, April 10 9 a.m. to 12:30 p.m.

# **GUIDE TO THE SHOW**

| Exhibitors   | Booth No.                                       |
|--|---|
| Industrial Shredder & Co. Inland Container Corp Inland Wire Products Inta-Roto Machine Co., Intaglio Service Corp. Interchemical Corp.,                                    | . 755<br>Co. 1271                               |
| Printing Ink Div.<br>International Marking   | 1014  |
| Machine Co.<br>International Paper Box   | 1287<br>& Ma-                                   |
| chine Co.<br>International Paper Co<br>International Staple &  | 1298  |
| Machine Co.<br>Ivers-Lee Co.   | 1158<br>1221                                    |
| Jet-Pak, Inc., Div. Gre<br>wood Packaging Sup<br>Jiffy Mfg. Co.<br>Johns-Manville Dutch  | en-<br>ply 640<br>1135                          |
| Brand Div.<br>Jones & Laughlin Steel<br>Jupiter Plastics, Inc.   |   |
| KVP Co.<br>Kahlenberg Globe Equ  | 1171<br>iip-                                    |
| ment Co.<br>Kartridg-Pak Machine<br>Kendall Co., Polyken   | 303   |
| Div.<br>Kennedy Car Liner &  | 865   |
| Co., Inc. Keyes Fibre Co. Kidder Press Co., Inc. Kiefer, Karl, Machine ( Kimball, A., Co. Kinberly-Clark Corp. Kiwi Coders Corp. Kleen-Stik Products, In Koppers Co., Inc. | 1189<br>1166<br>20. 1218<br>1236<br>1105<br>660 |
| Labelette Co. Lectromatic Devices, In Lemmon & Snoap Link Belt Co. Long & Co.  | 1230<br>609<br>795<br>1179<br>418               |
| MRM Co., Inc.<br>Machine O'Matic, Inc.<br>Manhattan Paste & Glu  | 1170<br>1225<br>e Ce.,                          |
| Inc. MarkAndy, Inc. Marken Machine Co. Marsh Stencil Machine Martin Engineering Co. Massachusetts Plastic Co. Mercury Heat Sealing   | 749<br>227<br>1250<br>Co. 1228                  |
| Equipment Co. Merrill Machinery Sale Mid-States Gummed P   | 738<br>Co. 753                                  |
| Co   | 1,205   |
| Miller Wrapping & Se<br>Machine Co.<br>Milprint, Inc.  | 814<br>884                                      |
| Minneapolis Sewing Machine Co. Minnesota Mining & Mi Modern Materials Hand Modern Packaging Mojonnier Associates, Monarch Marking Syst Moore, Kenneth J., & 6              | 1013<br>Inc. 876<br>em Co. 669<br>Co. 1110      |
| Mosstype Corp. Multistamp Co. Mystik Adhesive Produ Chicago Show Printin   | 1136<br>777<br>cts. Div.                        |

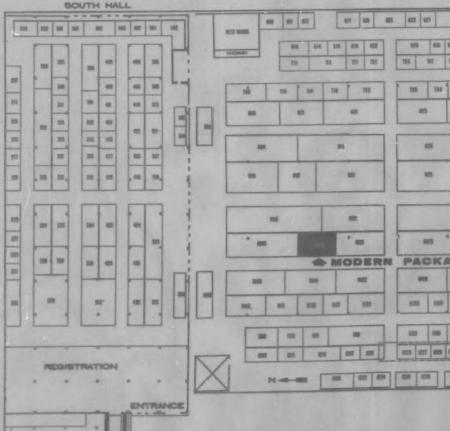
| Nalbach, John R., Engineering Co., Inc. Nashua Corp. National Adhesives Div., National Starch Products, Inc. National Bundle Tyer Co. National Can Corp. National Can Corp. National Container Corp. National Equipment Corp. National Metal Edge Box Co. National Spangle Corp. Nesbit Industries, Inc. New Era Mfg. Co. New Jersey Machine Corp. Ogden Mfg. Co. Olin Mathieson Chemical Corp., Film Div. Forest Products Div. Oliver Machinery Co. Owens-Illinois Glass Co. Oxy-Dry Sprayer Corp. | 639<br>1130<br>950<br>731<br>786<br>995<br>989<br>1035<br>646<br>791<br>1188<br>1118<br>769<br>905<br>907<br>853<br>1006<br>1276 | Plastics World. Plastofilm, Inc. Plax Corp. Pneumatic Scale Corp., Ltd. Poly-Seal Corp. Pontiac Engraving & Electrotype Co. Popper & Sons, Inc. Potdevin Machine Co. Printing Machinery Co. Putman Publishing Co. Pyroxylin Products, Inc. | 692<br>637<br>694<br>629<br>783<br>646<br>1245<br>685<br>803<br>953<br>11149<br>11235<br>1133<br>743<br>302<br>663 |
|---|--|--|--|
| Pack-Rite Machines, Div. of Techtmann Industries Packaging Industries Packaging Parade Packing & Shipping Paisley Products, Inc. Pak-Rapid, Inc. Paper, Film & Foil Converter Permacel Tape Corp. Petry Industries Inc. Peters Machinery Co.  | 1054<br>1002<br>1049<br>613<br>1139<br>641<br>670<br>826<br>679<br>1126  | Rapids-Standard Co., Inc.<br>Raymond Corp.<br>Reeves Pulley Co.<br>Reliance Electric &   | 224<br>1258<br>424<br>207<br>1194<br>1194<br>925<br>423<br>617<br>332  |
| BOUTH HALL  |  |  |  |

Exhibitors
Ritchie, W.
Rosenthal

St. Regis P. Scale Specianc. Schjeldahl, Schroeder I Seal-O-Mats Seal-Spout Seamless R Shear-Prinz Sheet Meta Follansb Shipping M Shopsin Paj Signode Ste

Simco Co.
Simplex Pa
Div., Fo
Chemical
Sinclair &
Smith, H. I
Soabar Co.
Southern A
Southern Co.

Speedry Pr Spencer Ch Standard B Emhart ! Standard P Stanford E Staude, E. Stein, Hall



National Packaging Exposition, Inter

| Exhibitors  | Booth No  |   | abl, Inc.<br>Teischman C  | 625<br>c. 1285                                     |  | nting & Litho. Co.  | 232                               |
|---|---|---|---|--|--|---|-----------------------------------|
| Ritchie, W. C., & C. Rosenthal Mig. Co.   |   | Sterling S  | ical Co.  | 1195   | U.S. S   | Steel Corp.   | 215                               |
| St. Regis Paper Co.<br>Scale Specialties & Inc.<br>Schjeldahl, G. T., C                                 | Systems, 415                                    | Stokes, F. Stokes & Food M cal Cor                            | . J., Corp.<br>Smith Co., S<br>fachinery & (                              | 1274<br>ub. of<br>Chemi-<br>814, 821               | Vac-Tie<br>Varigrap                                |   | 741<br>614<br>429<br>619<br>939   |
| Schroeder Machines<br>Seal-O-Matic Disper   | Corp. 1058                                      | Sun Cher  | nical Corp.   | 1072   |  | Electric Co.  | 627                               |
| Seal-Spout Corp.<br>Seamless Rubber Concerning Associations Sheet Metal Special                         | 0. 765<br>ites 767                              | Product<br>Syntron C  | ts Dept.  | 849<br>305   | Walton I<br>Warren,                                | Paper Products Co.<br>Laboratories, Inc.<br>S. D., Co.<br>ton Steel Products,     | 1071<br>776<br>319                |
| Follansbee Steel (<br>Shipping Manageme<br>Shopsin Paper Co.<br>Signode Steel Strap                     | ent, Inc. 1227<br>632                           | Tee-Pak<br>Tele-Sonic<br>Toledo So                            | Inc.  Packaging   | Corp. 889<br>676<br>879                            | Inc.<br>Web Cor<br>Weber                           | ntrols Corp.<br>Marking Systems,<br>Veber Addressing                              | 726                               |
| Simeo Co.<br>Simplex Packaging  | Machinery 1185                                  | Tri-State<br>Tri-Wall   | Plastic Moldi<br>Container, In  | ng Co. 611<br>c. 672                               | Machin   | ne Co., Inc.  | 1233                              |
| Div., Food Mack<br>Chemical Corp.<br>Sinclair & Valenting<br>Smith, H. P., Paper                        | 814<br>6 Ca. 825                                | Co.<br>Tronomat   | Package Mac<br>ic Machine   | 1180   | Western  | Co.<br>strument Corp.<br>Stoneware Co.<br>euser Timber Co.,                       | 1289<br>316<br>202                |
| Soabar Co.<br>Southern Adhesives<br>Southern California<br>Co.  | Corp. 1263                                      | Union Bar<br>Union Par  | g Camp Pape<br>ste Co.  | r Corp. 972<br>990                                 | Specia<br>Wheeling<br>Williams                     | l Products Div.   | 1268<br>6, 668<br>654             |
| Speedry Products, I<br>Spencer Chemical C<br>Standard Knapp Di<br>Emhart Mfg. Co.<br>Standard Packaging | Inc. 1244<br>20. 895<br>iv. of 850<br>Corp. 872 | United Sh<br>U.S. Arm<br>U.S. Bottl<br>U.S. Engi<br>U.S. Indu | oe Machiner<br>ed Forces<br>lers Machiner<br>neering Co.<br>strial Chemic | Corp. 412<br>208<br>y Co. 1163<br>1222<br>als Co., | Machi<br>Wood Co<br>Wrap-Ad<br>Wrap-Ki<br>Wright 1 | nery Corp.<br>conversion Co.<br>le Machine Co., Inc.<br>ng Corp.<br>Machinery Co. | 650<br>1224<br>775<br>754<br>1050 |
| Stanford Engineering Staude, E. G., Mfg.  | Co., Inc. 935                                   | U.S. Met  | National Dis  | IST  |  | ing Glazed Paper C  | 760                               |
| Stein, Hall & Co., 1  | nc. 1176  | Corp.   |   | 1240   | TORK TAI   | pe Printers, Inc.   | 700                               |
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| PACKAGING   |   |   |   |  |  |   |                                   |
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| 1225 1227 (229 1231 1259 )  | 255 (34) 2945 (2945                             | 1240 1253 1253  | 1557 2259 1265 1185   | THE WAR LETS                                       | G25 G27 G28 G20                                    | 2293 1295 1295 1296 1295  | 1200                              |
| DES 1036   USA 1036   | 1056 [1500] (S64 [1544 ] 1                      | 160 1250 1254   |   | 100 Um   100                                       | 1270 (250  | 1288 (294   | (294                              |

# Alphabetical list of exhibitors

26th AMA National Packaging Exposition,

International Amphitheatre, Chicago, April 8-11, 1957

| Exhibitors Boo                              | oth No.      | California Wire Products                       | 250         | Economic Machinery Co., Di                             | iv.,        |
|---|--------------|--|-------------|--|-------------|
|   |              | Co., Inc.                                      | 616         | Geo. J. Meyer Mfg. Co.                                 | 710         |
| A-B-C Packaging Machine                     | ****         | Cameron Machine Co.                            | 766         | Ekco-Alcoa Containers Inc.                             | 706         |
| Corp.                                       | 1162         | Campco Div., Chicago                           | 1070        | El-Tronies, Inc.                                       | 228         |
| Abbott Plastic Machine Corp                 |              | Molded Products Corp.                          | 1272        | Electronic Machine Parts,                              | 700         |
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| Co.   | 790          | Celon Co.                                      | 1134        | Eriez Mfg. Co.   | 231         |
| Aluminum Co. of America                     | 1022         | Celotex Corp.                                  | 1144        | Exact Weight Scale Co.                                 | 626         |
| Aluminum Foils, Inc.                        | 1094         | Central States Paper &                         |             |  |             |
| Ambassador Plastics & Mfg.                  |              | Bag Co., Inc.                                  | 771         | Fales, L. F., Machine Co.                              | 405         |
| Corp.                                       | 1281         | Chaffee, Ralph, & Co.                          | 1249        | Felins Tying Machine Co.                               | 1299        |
| American Box Maker                          | 670          | Chain Belt Co.                                 | 750         | Ferguson, J. L., Co.                                   | 711         |
| American Can Co.                            | 1005         | Champion Paper & Fibre Co.                     | 428         | Fibre Drum Mfrs. Assn.                                 | 1146        |
| American Excelsior Corp.                    | 722          | Champlain Co., Inc.                            | 1111        | Fibreboard Paper Products                              |             |
| American Latex Fibre Corp                   | . 1265       | Chase Equipment Corp.                          | 512         | Corp.  | 406         |
| American Machine Works, Ir                  | nc. 677      | Chaspee Mfg. Co.                               | 1021        | Fife Mfg. Co.  | 714         |
| American Marking Corp.                      | 1183         | Cheslam Corp.                                  | 1075        | Findley, F. G., Co.                                    | 990         |
| American Paper Merchant                     | 670          | Chester Packaging Products                     | 1075        | Fischbein, Dave, Co.                                   | 1231        |
| American Partition Co., Div.                |              | Corp.  | 1075        | Flexigrip Inc.   | 418         |
| of Standard Brands, Inc.                    | 735          | Chicago Printed String Co.                     | 1229        | Food Engineering                                       | 721         |
| American Type Founders                      | 1040         | Chippewa Paper Products                        | 950         | Fuller, H. B., Co.                                     | 623<br>1275 |
| Co., Inc.                                   | 1040         | Co., Inc.                                      | 859         | Fulton Bag & Cotton Mills                              | 1215        |
| American Viscose Corp.,                     | OFA          | Chisholm-Ryder Co. of Penn.                    | 813         | Colo Poloni Co Inc                                     | 054         |
| Film Div.                                   | 954          | Clark-Aiken Co. Cleveland Container Co.        | 1113        | Gair, Robert, Co., Inc.                                | 854         |
| Amsco Packaging Machinery                   |              | Cleworth Publishing Co.                        | 685         | Gardner Board & Carton Co.                             | 883         |
| Inc.  | 814<br>653   | Coddington, E. D., Mfg. Co.                    | 1217        | Gaylord Container Corp., Div of Crown Zellerbach Corp. |             |
| Anderson Bros. Mfg. Co.<br>Apex Machine Co. | 1280         | Comet Industries                               | 1198        | General Box Co.  | 921<br>734  |
| Arabol Mfg. Co.                             | 964          | Conapac Corp.                                  | 1154        | General Chemical Div., Allied                          |             |
| Arenco Machine Co., Inc.                    | 1234         | Continental Can Co., Inc.                      | 833         | Chemical & Dye Corp.                                   | 794         |
| Armour & Co., Curled Hair                   | YEAR         | Cotswold Fibres, Inc.                          | 781         | General Electric Co.                                   | 519         |
| Div.  | 1255         | Crown Cork & Seal Co.                          | 806         | Gibbs Automatic Moulding                               | ~20         |
| Askania Regulator Co.                       | 432          | Crown Zellerbach Corp.                         | 921         | Corp.  | 658         |
| Atlas Plywood Corp.                         | 875          | Cryovac Co., Div. of W. R.                     |             | Gisholt Machine Co.                                    | 306         |
| Auto-Vac Co.                                | 657          | Grace & Co.                                    | 836         | Classine & Greaseproof                                 |             |
| Avery Adhesive Label Corp.                  | 727          | Culligan, Inc., Desiccant Div.                 | 1241        | Mfrs. Assn.  | 523         |
| Avion Div., A.C.F. Indus-                   |              |  |             | Glo-Brite Products, Inc.                               | 737         |
| tries, Inc.                                 | 763          | Daher Co., Inc.                                | 1248<br>509 | Globe Heat-Seal, Inc.                                  | 725         |
|   |              | Daily News Record Delaware Barrel & Drum Co.   | 328         | Goodyear Tire & Rubber Co.                             | 971         |
| Bakelite Co., Div. of Union                 |              | Delaware Ribbon Mfrs., Inc.                    | 419         | Gottscho, Adolph, Inc.                                 | 1138        |
| Carbide & Carbon Corp.                      | 922          | Delta Engineering Corp.                        | 1283        | Gray Co., Inc.   | 217         |
| Bartelt Engineering Co.                     | 983          |  | 1121        | Graymills Corp.  | 745         |
| Basca Co., Div. of Huyler's                 | 699          |  | 1143        |  | 1288        |
| Bemis Bro. Bag Co.                          | 1213         | Dewey & Almy Chemical Co.,                     |             | Griffin-Rutgers, Inc.                                  | 403         |
| Bensing Bros. & Deeney                      |              | Div., W. R. Grace & Co.                        | 770         | Gump, B. F., Co.                                       | 713         |
| Sales Co.                                   | 805          | Dexter, C. H., & Sons, Inc.                    | 1238        |  |             |
| Better Packages, Inc.                       | 511          | Diagraph-Bradley Industries,                   |             | Hampton Mfg. Co., Industrial                           |             |
| Biner-Ellison Machinery Co.                 |              |  | 1269        |  | 1243        |
| Bivans, E. L., Inc.                         | 1114         | Diamond Plastic Box Corp.                      | 1062        | Hankins Container Co.                                  | 843<br>1125 |
| Black-Clawson Co., Dilts Div                |              | Dispens-A-Label Devices                        | 610         |  | 1026        |
| Blocksom & Co.                              | 1257<br>1065 |  | 1039        | Hazel-Atlas Glass Co.<br>Hedwin Corp.                  | 2:23        |
| Bostitch, Inc. Bradley Container Corp.      | 935          |  | 1175        | Heidelberg Western Sales Co.                           | 1080        |
| Braun, W., Co.                              | 505          | Doven Machine & Engi-                          |             | Heinrich H H Co  | 1157        |
| Brown Bag Filling Machine                   | 000          | neering, Inc.                                  | 323         | Heinrich, H. H., Co.<br>Hesser, Fr., Maschinenfabrik   | TION        |
| Co., Inc.                                   | 1165         |  | 1084        | Aktiengesellschaft                                     | 994         |
| Brown-Bridge Mills, Inc.                    | 1259         | du Pont de Nemours, E. I., &                   | 000         |  | 1036        |
| Bunn, B. H., Co.                            | 517          | Co., Inc.                                      | 926         | Hobbs Mfg. Co.   | 789         |
| Burlap Council, Indian Jute                 | WA.          |  | 1264        | Hollander, Allen, Co., Inc.                            | 830         |
| Mills Assn., Inc.                           | 675          | Dusenbery, John, Co., Inc.                     | 736         | Hope Machine Co.                                       | 1211        |
| Burnet Co.                                  | 1186         | Eagle Chemical Co.                             | 779         |  | 1034        |
| Burt, F. N., Co., Inc.                      | 762          | Eastman Chemical Products,                     | 12.3        |  |             |
|   |              | Inc.   | 976         | Ideal Stencil Machine Co.                              | 514         |
| C.I.T. Corp.                                | 1064         | Eastman Kodak Co.                              | 975         |  | 1068        |
|   |              |  |             |  |             |

field, emphasizing the need for coordinating research, design and development to produce the maximum protection of the product at the lowest possible cost.

A. C. Nielsen, Jr., executive vice president, A. C. Nielsen Co., will present an analysis of the problems of effective package design and product merchandising and their relation to consumer buying habits. Dr. Harry C. Trelogan of the Dept. of Agriculture will outline the problems of packaging such perishable products as dairy, poultry, meat, fruit and vegetable items.

Packaging of both consumer and industrial goods will be illustrated in case-history presentations at concurrent sessions by the H. J. Heinz Co. and the Bendix Aviation Corp.

Package design and testing procedures for shipping cases will be the topics on Wednesday. Six men from the Forest Products Laboratories of the Dept. of Agriculture will describe package design and testing procedures for pallets, wooden boxes and crates, and fibre and corrugated cases.

Next year the AMA packaging show moves to the New York Coliseum at a later date, May 26-29, but will have competition from the second biennial Packaging Machinery & Materials Exposition, sponsored by the Packaging Machinery Mfrs. Institute, which is scheduled for Atlantic City, March 24-27.

The following alphabetical list—including all exhibitors who answered MODERN PACKAGING's questionnaire before the deadline date—gives details of most exhibits, personnel and hotel headquarters:

A.B.C PACKAGING MACHINE CORP. Booth 1162. Display of the Model M Junior semi-automatic top and bottom case sealer to seal a wide range of cases; also Model XSA short automatic top and bottom case sealer in 36 different models with self-aligning bearings. Personnel: O. A. Rupp, R. W. Stevens, W. M. Haynes, J. L. Neal. Hotel: LaSalle.

ABBOTT PLASTIC MACHINE CORP. Booth 772. New automatic skin-packaging machine demonstrating the "Skin-Pack" process on display; also vacuum-forming equipment and a new "Right-Angle" slitter for slitting out master sheets of skin packs and master sheets of blisters for blister packaging. Personnel: C. Murano, F. A. Groth, J. Margosein, B. Franklin.

ACME STEEL CO. Booth 1106. Exhibit of semi-automatic strapping machine; "circuate" stitching machine for stitching tops and bottoms of filled corrugated containers simultaneously; also hand strapping tools and conventional wire stitchers. Personnel: N. L. Anderson, W. S. Huss, J. H. Prout, R. M. Snodell. Hotel: Conrad Hilton.

ALUMINUM FOILS, INC. Booth 1094, Plain aluminum foil on display, Personnel: W. J. Baenziger, L. C.

Habegger, T. W. Allison, W. F. Kaufmann, P. C. Crane, Hotel: LaSalle.

AMBASSADOR PLASTICS & MFG. CORP. Booth 1281. Showing of first military-packaging applications using molded foam styrene packages; shipping containers and molded foam styrene protective positioning pads; molded foam styrene packages for point-of-sale. Personnel: L. Korwin, J. Smith, C. Allen, W. Loeffler, R. Richter.

AMERICAN CAN CO. Booth 1005. A wide variety of the company's products will be exhibited. Personnel; E. K. Walsh, W. Vaughn, J. W. King, G. F. Henschel, D. Poinier, R. M. Roberts, C. S. Stephens, F. J. Dowling, S. J. Austin, C. W. Curry, R. D. Folk, P. M. LaFrance, T. K. Webster. Hotel: Blackstone.

AMERICAN EXCELSIOR CORP. Booth 722. Exhibit of Protex cushioning pads and blankets with packages illustrating easy application, efficient cushioning and lower packing costs; also latest development in Moldex custom-molded cushioning. Personnel: C. A. Schlaufman, J. G. Birle, J. L. Ware, R. G. Kramer, W. W. Norden, J. Garioto, J. Davidson, H. Koenig, S. J. Maloney, Jr., R. E. Maroney. Hotel: Sheraton.

AMERICAN LATEX FIBRE CORP. Booth 1265. Display of Rubbair rubberized curled hair and Crintex rubberized curled fibres, in both flat stock and die-cut forms for packaging fragile items. Personnel: G. Mosher, D. DiMaggio, H. Nahigian. Hotel: Morrison.

AMERICAN MARKING CORP. Booth 1183. Display of complete line of American Micro-Coders for case sealers and conveyor lines; American Micro-Printers for wrapping and building machines; American Vari-Printer for use where variable cut-off lengths are required; new Top-N-Bot-M coder which code dates and price marks top and bottom of containers; and miniature printing device incorporating flexographic principles with over-all dimensions of 3½ by 5 in.

AMERICAN TYPE FOUNDERS CO., INC. Booth 1040. Exhibit of the new ATF roll-to-roll flexographic press; ATF gravure proof press; also displays based on the complete line of ATF presses for packaging printing. Personnel: W. W. Fisher, J. V. Silliman, D. E. Murray, H. C. Webendorfer, W. H. Lee, A. E. Eaton, F. A. Hacker, J. W. Metcalfe, A. P. Monroe, Jr., H. S. Searles, R. M. Loase.

AMERICAN VISCOSE CORP., Film Div. Booth 954. Display of cellophane packages will demonstrate this film's versatility, printability, the many package forms possible, and sales appeal of transparency; also some of the equipment developed for testing and evaluating cellophane's properties and characteristics. Personnel: H. D. Abbott, J. Adrian, Jr., J. A. Anglada, J. D. Conti, E. M. Farris, H. H. Hamburg, A. J. Horgan, G. W. Kindt, P. E. Lawrence, J. W. Little, A. W. Longworth, H. J. Michel, J. G. Mohlman, F. A. Morris, M. G. O'Conner, [Continued on page 346]

## Upgrading the hot dog

Superlative protection of a vacuum-sealed pouch using saran and polyethylene combinations with polyester is being adopted by several packers in what may be an industry-wide trend

That American institution, the modest hot dog, is getting kid-glove treatment in the form of a new consumer package designed to sustain product freshness much longer, reveal and enhance product appearance and withstand rough handling. Many meat packers have switched to vacuum packaging (or inert gas packaging) of their specialty items—all-beef and skinless frankfurters and other link products—and an increasing number of them are now changing from cellophane-polyethylene to new polyester-polyethylene combinations.

One film now beginning to be widely used is a triple-ply—a base of ½-mil polyester with either coat-

ings or laminations of both saran and polyethylene.

Packers who are using the newer combined films for link products include both national and regional firms, among them many kosher packing houses.

Polyester film itself is an excellent barrier, able to keep air out or hold gas in, and with saran added should be even better. Primarily, however, polyester is used as the base for all these new combinations because of its superb strength and long life (breakage has always been the bugaboo of flexible vacuum packaging), its sparkling clarity with resistance to ultraviolet transmission, and its good machine handling. Polyethylene strengthens low-



Packing-house fresh, Kern's frankfurters maintain their original color and smoked flavor as long as three months under ordinary refrigeration, thanks to flexographic-printed polyester film coated with polyethylene and vacuum sealed to exclude air. Pouches by United States Packaging Corp. temperature performance and provides a quick, sure heat seal.

The problem with frankfurters is the growth of organisms, nourished by oxygen, which causes discoloration and slime. The problem is particularly severe in kosher or all-beef frankfurters. The answer to this is to keep air away from the product and this can be done only by removing the normal air content of a package by vacuumization, or by replacing it with an inert gas. In either case, the new polyester-base films appear to offer a positive answer and they further lend themselves to colorful printing and to handling on conventional vacuumor gas-packaging machinery.

Polyethylene-cellophane will permit an optimum shelf life for frankfurters of three to five weeks and, under adverse storage conditions, only one to three weeks. Samples in a polyester-saran-polyethylene combination showed no signs of greening after being packaged for four months under normal refrigeration. Converters stress the fact, however, that effective use of the process hinges on the use of high-quality meat as well as clean plant operations, cooking conditions, and smoking and refrigeration facilities.

New York-area packing houses using a lamination of ½-mil polyester coated with saran and laminated to polyethylene for the packaging of franks and other link products include Real Kosher Sausage Co., Inc., Certified Provisions and Plymouth Rock Provision Co., Inc.

Its "Texas Hots" are packaged by Maplecrest Provision Co., Rochester, N. Y., in attractive pouches made of this film. Printed by the flexographic process (as are most of the packages mentioned here) the pouch is attractively decorated in red, yellow and black with a red maple-leaf border.

Tobin Packing Co., Inc., Albany, N. Y., packages its First Prize luncheon frankfurts in a red, white and blue pouch of this same film. Rath Packing Co., Waterloo, Iowa, is using the film for all its products, encasing the unprinted pouches in die-cut cartons. Even spiced luncheon meats and bologna, particularly susceptible to fading, do not lose color in these vacuum packages from exposure to standard refrigerator lights during an ample turnover period.

Inert gas packaging is basically intended for products which don't lend themselves to vacuum packaging because vacuumizing may decrease eye appeal or render the product difficult to use. For instance, a vacuum tends to weld together slices of chipped beef or cheese and, in the case of some frankfurters, inward pressure of the vacuumized package draws water content out, rendering the product somewhat slimy. By pulling a vacuum, flushing back with an inert gas (usually high-purity, dry



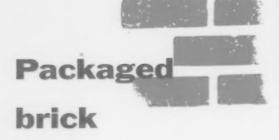
Colorful printing and exceptional clarity of polyester-base vacuum pouches enhance their sales appeal. Plymouth Rock package (by United States Packaging Corp.) is flexographic-printed, ½-mil polyester film extrusion coated with polyethylene. Other three packages (including two shown empty for better view of printed design) are a triple combination of flexographic-printed, ½-mil polyester film coated with saran and laminated to polyethylene (by Standard Packaging Corp.).

nitrogen) and sealing, product "fluff" is undisturbed, yet harmful atmospheric components are eliminated.

Tobin Packing Co. also is successfully using a lamination of saran-coated polyester and polyethylene for inert gas packaging of their all-beef franks, knockwurst and chipped beef, and reports only negligible trouble with leakers. Sales of products in the new package are reported to have shown a definite increase.

A similar lamination of saran-coated ½-mil polyester film laminated to polyethylene is used by Merkel, Inc., Jamaica, L. I., to vacuum pack both skinless and cocktail frankfurters. Ideal Provision Co., Brooklyn, N. Y., uses it for its Best Grade Brand all-beef frank- [Continued on page 332]

Credits: "VCA" flezographic-printed film pouches consisting of saran-coated polyester film laminated to polyethylene supplied by Standard Packaging Corp., 551 Fifth Ave., New York 17. "Printovac MSP" gravure-printed pouches of saran-coated polyester film laminated to polyethylene supplied by Printon Corp., 304 E. 23 St., New York 10. Flexographic-printed pouches of polyethylene extrusion-coated polyester supplied by United States Packaging Corp., 55 California Ave., Paterson 3, N. J. Mylar polyester film is supplied to these converters by E. I. du Pont de Nemours & Co., Inc., Wilmington 98, Del.





**Step one.** A steel template is placed on a steel pallet and the bottom sheet of the container folded into the template.

A Pennsylvania producer finds impressive advantages in unique system of shipping fork-lift units of 500 bricks enclosed in corrugated board and wire strapped

othing, these days, is immune from packaging—not even the common building brick. Packaging of brick in corrugated paperboard is reported to have saved up to 40% in labor time for the Glen-Gery Shale Brick Corp., Reading, Pa. Onthe-job contractors who use packaged brick have reported even greater savings in time and labor costs, less breakage of brick in transit and on the job, and a reduction in pilferage.

Because of the economies of corrugated packaging and its protection, more and more building-supply dealers are specifying packaged brick in their orders to Glen-Gery. The sharply mounting orders for packaged brick, Glen-Gery reports, are the result of dealers and contractors discovering for themselves the impressive savings possible for them and their customers.

The corrugated-wrap protection of the brick in rail or truck transit to the dealer and from the dealer to the job has cut breakage from 4% to a mere fraction of 1%. Moreover, bricks stored on the job site in their corrugated wrapping offer less temptation than do loose bricks to the amateur brick-Raffles who thinks he might use a few for building an outdoor barbecue or a retaining wall.

Labor savings begin at the Glen-Gery factory and continue until the mason on the job picks up a brick to trowel it into place.

Glen-Gery, one of the nation's largest face-brick producers, now packages brick in five of its 10 plants. The brick is wrapped 500 to each built-up carton. The cartons are loaded in trucks and box cars



**Step two.** Base tier of bricks is piled on bottom sheet to form it into the template and provide two channels for forks of lift truck to be inserted later.



Step three. With seven courses of brick laid, four corner sheets of corrugated are folded and inserted between brick and flanges of template. Sheets overlap to cover all bricks. Sheet of heavy resin-treated paper is laid over the top of bricks and upper edges of the corner boards folded down over it.

by fork lifts. The operation requires from onethird to two-fifths less time than the old method.

Each 500-brick container has a bottom of 200-lb.test corrugated paperboard. Its four sides are of 125-lb.-test board with corrugating medium semichemical and liner kraft, Bottoms come in bundles of 15 and sides in bundles of 30.

In packaging the brick, a steel template is laid on a steel pallet shaped like a low table. The bottom sheet of the container is folded into the template and bricks are piled on the bottom sheet. When seven courses of brick have been laid, the four corner sheets are folded and inserted into the space between the brick and the flanges of the template. A sheet of heavy resin-treated paper is laid on the top course of the brick. Upper edges of the corner sheets are folded down over brick and protective paper, and held in place by bricks laid on them.

The container is secured by wire straps tightened and clinched by a strapping machine. This whole process takes a skilled man five minutes.

To load a 6,000-brick-capacity truck with pack-

PHOTOS COURTEST SAMUEL M. LANGSTON CO.



And away they go. Fork truck lifts and stacks 500 bricks at a time. Labor time saving at brick plant is 40%; building-supply dealer and contractors report even greater savings in time and labor, in a reduction of breakage and in the elimination of pilferage.



**Step four.** Package is bound together by wire straps, tightened and clinched by hand machine. One man completes a package in only five minutes.

aged brick requires one hour—half the time required to load unpackaged brick. Add one-third of a manhour which is needed to package the brick in the corrugated wrapping. The total labor time for loading a truck with packaged brick is then 1½ manhours compared to 2 manhours needed for the old method. Exactly one-third of the labor time is saved in this operation.

Substantially greater labor time saving is effected in loading box cars. To [Continued on page 340]

Credit: Wire strapping and strapping machine by Gerrard Steel Strapping Div., United States Steel Corp., 2915 W. 47 St., Chicago 32.

#### Ready-to-set-up shipper

A specially constructed floor stand is used to ship a filled display of Vicks VapoRub, together with a free "Things To Do" book for children, in a 10-in.-deep shipping container by Vick Chemical Co.

The construction enables the manufacturer to ship a filled, full-sized floor stand in a container less than 1 ft. deep and to provide retailers with the convenience of a prearranged display. The top section of the stand is a die-cut tray which holds 3 doz. cartoned jars of the product with a gift book attached to each. The filled tray is packed for shipment together with the base unit and remaining parts of the display, which are folded flat to its exact dimensions. The base unit is easily set up and the tray fitted into it. A display riser is inserted in the rear of the tray.

The display stand is of white, clay-coated corrugated board printed red and blue in a colorful star pattern. Illustrations on three panels and the riser merchandise the product and call attention to the gift book.

Credit: Floor stand and container by Robert Gair Div., Continental Can Co.. 100 E. 42 St., New York 17.



# **Display Gallery**

### **Eight-sided convenient self seller for lollipops**

Octagonal display cartons are designed to encourage hightraffic locations for Novelty Candy Co.'s lollipops molded in the shape of Walt Disney characters. The Disney theme is carried throughout the packaging with Mickey Mouse, Pluto, Donald Duck and other favorites decorating the printed cellophane wrappers for individual lollipops, the polyethylene bags holding 25 and 40 lollipops and the octagonal corrugated display units.

Characters printed on the individual cellophane wrappers are keyed to the various character molds of the pops. The polyethylene bags are printed with a white background to bring out the colored drawings. The octagonal display carton bears one of the characters printed on each eight sides, as well as pertinent selling copy.

National distribution to supermarkets through jobbers has commenced and acceptance is reported to be briskly

Credits: Corrugated shippers by Hinde & Dauch, Sandusky, Ohio, Wrappers and bags by Milprint, Inc., 4200 N. Holton St., Milwaukee I, Wis.



#### **Complete glue department**

A fully equipped floor display is designed to exhibit and promote self service of the four most popular glue products of United States Plywood Corp. A total of 16 different sizes of glue containers are displayed in compartments which are color keyed to a comprehensive chart showing the varied use of the adhesives.

The stand has a metal chassis supported by wrought-iron legs, with the sides, back and light header of birch plywood in a natural finish. Brilliant colors silk screened on the header are illuminated by direct lighting which reflects on the merchandise contained in the shelves below.

Chief decoration is a stylized wizard which appears on the sides and top of the stand. Name-plate slots on the front of the display hold cards identifying and pricing the various products.

Aimed at utility repairs, do-it-yourself and factory use, the displays are featured in lumber yards, building-material outlets, paint and hardware stores.

Credit: Display designed and manufactured by Copeland Displays, Inc., 537 W. 53 St., New York,



# **Display Gallery**

### Convertible unit

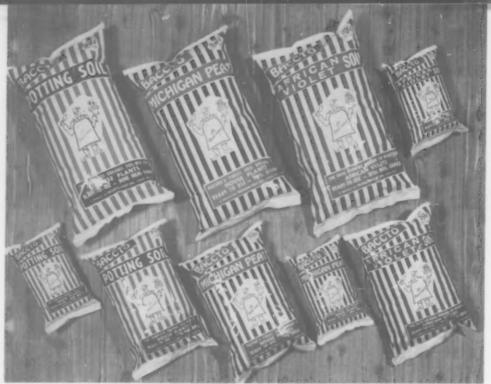
Triangular pedestals of paperboard construction, each holding an appliance and lithographed with brand identity and "guarantee" sales story, form the basis of Hamilton Beach's dual-purpose display. The four pedestals will fit together to form a square unit displaying all the appliances in a group, or each can be set up separately.

When the triangular bases are set together, a large square pedestal is formed with the legend "Hamilton Beach, the only five-year guarantee!" visible from each of four sides. The sales story is printed on a white paperboard card which is inserted into a horizontal slit on the right of the front pedestal. A crown-type canopy bearing the words, "Hamilton Beach Gift Center," completes the combination display. For individual display, a sales-story card dealing with the particular appliance on each triangle is inserted in the slit in each base. In this way the features of each individual appliance are emphasized along with the actual merchandise.

Credit: Display by Consolidated Lithographing Corp., Carle Place, Long Island, N. Y.







Sales doubled when these colorfully striped opaque polyethylene bags appeared in department stores. Family design for three kinds of soil food creates strong identity and encourages striking mass displays.

# New appeal in plant foods

Makers of fertilizers and soil conditioners are finding new marketing channels by putting products in brightly printed and practical household-sized packages

ertilizer is, after all, only fertilizer—a highly essential commodity devoid of glamour to all except the most dedicated gardeners. But since city gardeners and house-plant enthusiasts find fertilizers and other soil conditioners essential to the cultivation of functional or decorative greenery, they are now being distributed through such unlikely channels as supermarkets, houseware departments of department stores, variety stores and floral shops—outlets which obviously require a considerable upgrading of the old, functional, 50-lb, sack.

Manufacturers of soil conditioners of all types are going after this market by putting their products up in smaller lots in attractively decorated film and foil packages. Polyethylene, because of its strength, relative economy, moisture resistance and heat scalability, has proved a natural for the application. Typical decoration includes the use of several colors

to illustrate lush colorful plants and detailed directions for use of the fertilizer. Designers aim generally at a "clean" look, eye-catching decoration and efficient product protection.

Typical is the case of Michigan Peat, Inc., Capac Mich., which doubled sales of its Baccato Michigan Peat, Potting Soil and African Violet Soil when it put them on the market in consumer-sized, white opaque polyethylene bags. The peat bag is decorated with green stripes, the potting-soil bag with red, and both packages are accented in red. The African Violet Soil bag bears violet stripes and green accents. On the face of each package a proud gardener holds aloft his prize plant and the reverse sides of the packages are printed with uses, directions and other informative copy. This family-design motif creates strong identity ties and lends itself to striking mass displays.



A clear inspection area of transparent polyethylene combined with sun-yellow bands produces a clean-looking peat-moss package for sale in supermarkets and other outlets. Reverse of bag bears use directions in convenient table form.

Opaque polyethylene bag is used for product which itself has no eye appeal. White film is background for printing in red, green and blue, and gives plenty of space for large, legible sell copy.





Foil plus polyethylene produces an outstanding potting-soil bag. Light green foil exterior is printed with magenta and yellow transparent inks. An inner hag of polyethylene lends strength,

Clear polyethylene for product visibility is combined with sun-yellow opaque areas accented with royal blue and scarlet by Premier Peat Moss Corp., New York. A consumer-convenience feature is the use of a systematic table to present directions on the bag's reverse. A healthy-looking garden bands the bag at the center. The package is a superior example of legible copy and clean appearance.

Dairy Organic Compost, previously marketed only in 50-lb. bags by Dairy Organic Compost Co., is now being distributed in 5-lb. opaque white polyethylene bags. Attention getter is a red, green and blue landscape on the top of the bag and selling points listed in large, clear type on the bag's face.

Protection plus package "shimmer" results from the use of green foil and transparent inks with an inner polyethylene bag by Nitragin, Inc., Milwaukee, Wis. The new ½-gal. package contains Nitra-Grow, a potting-soil mixture. Use of transparent inks allows the shiny foil to gleam through. An opaque oval in the center of the package, topped with a magenta and yellow logotype, is decorated with a colorful bouquet and contains price spot and product uses. The aluminum foil insures maximum freshness of the product and the unprinted polyethylene inner bag adds strength.

By using one piece of artwork for four packages of its soluble plant foods, Smith Agricultural Chemical Co., Columbus, Ohio, achieves strong product-family identity—and realizes a saving in the packaging of a new product. Containing varying amounts of Sacco plant food, the four packages consist of

a large can and a point-of-sale display carton holding 12 small folding boxes, each containing four foil packets. The full-color reproduction of fruits and flowers contrasts with large white clean areas. Detailed instructions are printed on the back.

The common result of all these repackaging efforts has been a marked increase in impulse sales. Shrewd package planning for sales has enabled an earthy product to compete in almost any merchandising medium.

Credit: Packages illustrated produced by Milprint, Inc., 4200 N. Holton St., Milwaukee 1, Wis.

Same artwork used on four different packages gives unmistakable identity and yields considerable saving to the Smith Agricultural Chemical Co., which recognized the need for color appeal in bringing this new product to home gardeners.



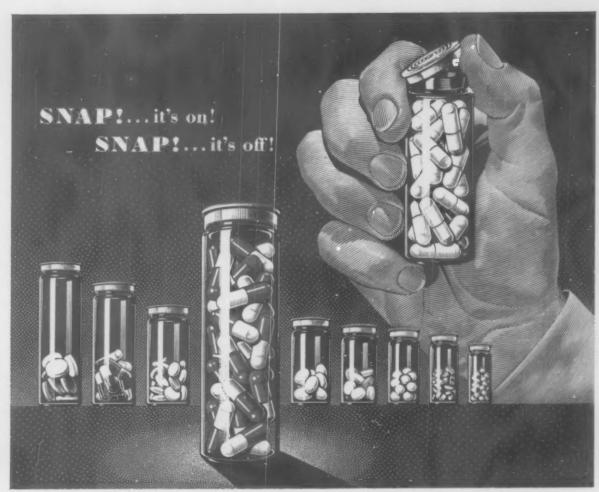


# Precision-designed for high-speed packaging!

With a flip of the thumb, the new Kimble Snap-Cap is off or on! These resilient, custom-designed plastic caps can be applied on high-speed equipment . . . help you cut packaging costs . . . keep contents fresh and clean, free from dust, dirt, moisture . . . always re-seal tightly.



Opticlear Snap-Cap Vials provide more room for contents because the special, resilient polyethylene cap fits on the outside.



New Kimble Opticlear Snap-Cap Vials are light and sturdy, offer flawless visibility of your product, permit labeling on outside or inside.

New Kimble Opticlear Snap-Cap Vials are available in a complete range of sizes: 1, 2, 3, 4, 5, 7, 10 and 12 drams.

# Now! Showcase your dry products for extra profits in SPARKLING KIMBLE OPTICLEAR SNAP-CAP VIALS

Speeds up packaging! Adds sales appeal! Offers greater convenience to your customers!

Insure the sales success of your dry products: package them for maximum visibility and convenience in Kimble's sparkling Opticlear Snap-Cap Vials.

The new snap-cap, on or off with a flick of the thumb, speeds up packaging. The specially tooled neck and lip assure a snug-fitting cap, minimizing

moisture-vapor transmission.

If you have a packaging problem, investigate the outstanding advantages of packaging your dry products in these economical glass containers. Mail the coupon today and we'll send you information, prices and saraples of the sizes you use. Kimble Opticlear Snap-Cap Vials are made by the Kimble Glass Company, a subsidiary of Owens-Illinois.

Kimble Glass Company
P. O. Box MP-3, Toledo 1, Ohio
I would like information and samples of
Kimble Opticlear Snap-Cap Vials.

Sizes needed
Name
Company
Address
City
Zone
State

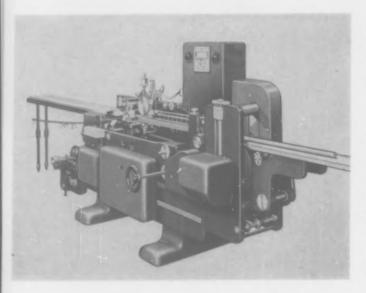
KIMBLE OPTICLEAR SNAP-CAP VIALS

AN (I) PRODUCT

#### OWENS-ILLINOIS

GENERAL OFFICES . TOLEDO 1, OHIO

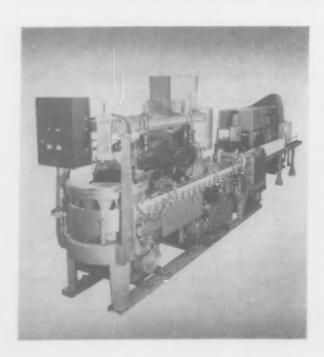
#### High-speed wrapper for polyethylene film



A wrapping machine, especially designed for automatic, high-speed packaging with polyethylene film, has been added to the line of Campbell Wrappers by Hudson-Sharp Machine Co., a subsidiary of Food Machinery & Chemical Corp., 1201 Main St., Green Bay, Wis.

The manufacturer recommends the Campbell Poly-Wrapper to solve many of the problems of handling polyethylene film in high-speed production wrapping. By means of what is described as a continuous-feed "float" wrapping process, the polyethylene web is passed through a tube former, then "floated" completely around the automatically fed product. After the product is tube wrapped, it is sealed lengthwise, then ends are formed, sealed and cut to length, The controlled tube and cross sealing provide the dwell time necessary for a positive seal, according to Hudson-Sharp. The Poly-Wrapper, reportedly, uses a minimum of material, handles products of regular and irregular shape, and requires no stiffening boards unless desired for merchandising purposes.

#### New machinery



#### **Carton filler-sealer**

A carton filling and sealing machine developed to effect an airtight seal without the use of inner liners has been announced by Stokes & Smith Co., 4992 Summerdale Ave., Philadelphia 24, for packaging any free-flowing product such as cereals, spices, chemicals, etc. The new S&S Model EH Neverstop pre-heats the carton just prior to the application of a hot-melt adhesive for the bottom seal. After the carton is filled, hot-melt adhesive is applied for the top seal and the carton enters a turn-around section on the conveyor preparatory to final drying. At this point, the adhesive on the side flaps of the carton is reactivated, flaps are sealed under pressure and the carton passes through a refrigeration unit to set the adhesive quickly as it travels through the short drying conveyor. According to the company, the machine is capable of delivering more than 350 packages per minute. The filling action is accomplished by a new vibratory-feed mechanism. electronically controlled to assure accuracy. Product is also checked automatically for weight on a scale pan. The unit will handle carton sizes from 234 by 34 by 33% in., up to 4 by 21% by 514 in.

#### **New vacuum former**

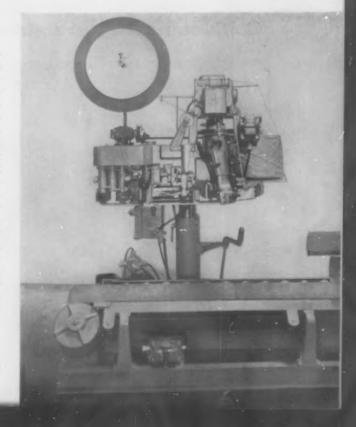
A thermoforming machine which will skin package or produce blister packs for a wide range of small products such as toys and hardware has been developed by Washington Steel Products, Inc. 1940 E. 11 St., Tacoma 2, Wash. It uses either roll or sheet plastic and the stock roll can be mounted from either side to feed into the packaging area, which measures 20 by 24 in. This platen size accommodates a plastic sheet that is small enough for easy handling in the subsequent trimming operation and also permits the construction of loading jigs which can be readily handled. The standard machine has a drape distance of 4 in., which is adequate for most of the articles that are suitable for this type of packaging. Capacity of the machine, of course, is determined by the size of the product being packaged. The new vacuum-forming unit will produce an all-plastic package or a skinpaperboard combination. Washington Steel has also designed a companion trimming press for the new unit. Other sizes of machinery are available from this company for handling large items.



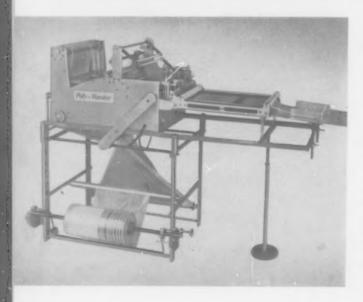
#### at the show

#### Bag closing with tape

The new bag-closing machine that is said to offer maximum protection against contamination, infestation and sifting is recommended for the packaging of hygroscopic or toxic composition products by the manufacturer, Bemis Bro. Bag Co., 111-H N. Fourth St., St. Louis 2, Mo. The Tape-Top bag-closing machine applies a new pressure-sticking Bemistape over a standard, sewn closure to assure a tight seal. The machine has three basic components: a bag-conveying unit which carries filled bags through the machine. properly positioned for the closing operation; the sewing unit which automatically makes a plain, sewn closure, and the tape unit which applies the adhesivecoated tape and seals it over the stitching. An operator is needed only to form the top of the bag and guide it into the sewing machine. The leading edge of the bag trips a switch and all subsequent operations become automatic. The bag is sewn closed; the thread chain is clipped both ahead and behind the bag; the tape is applied to the bag, and compression rollers seal it. The Tape-Top closer reportedly handles from 10 to 14 bags per minute.



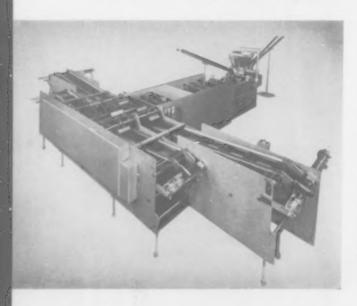
#### New polyethylene bag and pouch maker



A simple, compact, economical means of making polyethylene bags and side-weld pouches are functions claimed by Conapac Corp., 120 E. 13 St., New York 3, for its Poly-Master. The machine features intermittent motion with separate thermostacially controlled sealing for side-weld pouches, with or without a lip, and regular bags either from flat or gusseted polyethylene tubing. The side-weld pouches are made from slit tubing or sheeting formed by the sheet folder located in the base of the machine. The use of sheeting permits the manufacture of pouches which are both front and back printed. Sealing is accomplished by a hot knife against a rubber roller. A release mechanism relieves all web tension so that strong bead seals are produced. The pouches are carried off and stacked by a special delivery system. Size range for bags from tubing is from 2 to 27 in. long and up to 14 in. wide; for sideweld pouches, from 3 to 24 in. wide and 14 in. long including lip. Maximum sheeting width is 30 in. The machine will seal a total thickness of 12 mils.

#### New machinery

#### Cookies packaged right off oven at high speeds



Cookies are sandwiched, counted, stacked, grouped and loaded automatically into bags, cartons or trays right off the oven at annuonced speeds of 1,400-plus per minute by means of a continuous-line operation developed by Peters Machinery Co., 4700 Ravenswood Ave., Chicago 40. The latest feature of the operation is a grouping, stacking and loading unit for use in conjunction with Peters Model GT doublerow sandwiching machine. Cookie sandwiches are automatically divided into four rows, counted, stacked. grouped and loaded into cellophane bags, cartons or trays reportedly with a substantial saving in packaging costs. The Peters sandwich-packaging units may be coordinated by conveyors with the Model L-2 cellophane bag-sealing and header-applying machines, and can also be coordinated by conveyors with wrapping machines for cartons or trays. With a combination of the GT "Jet" sandwiching machine, the new packaging unit and wrapping machines, base cakes can be fed off-the-oven, sandwiched at speeds up to 1,400 or more per minute, the manufacturer claims.

#### Vials filled and stoppered at 50 per minute

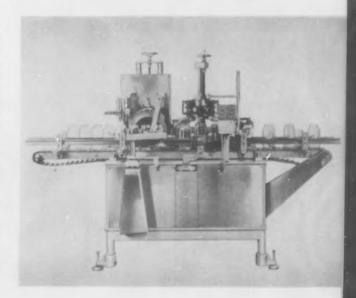
The Perfektum Vialfil, Model FSV-1, manufactured by Popper & Sons, Inc., 300 Fourth Ave., New York 10, is described as a complete packaging line that is a single, self-contained unit. According to the manufacturer, vials with a capacity up to 20 cc. or of a 13/16-in. diameter can now be filled as well as stoppered on the one machine. Speeds range as high as 50 filled vials per minute and the entire operation requires only one attendant. Following the dual operation, the containers can be fed directly into an automatic aluminum crimp-sealing machine. Interchangeable stopper-feed components including the hopper, chute and guide ring are available for 11-, 13- or 20-mm. stoppers. According to the manufacturer, these components are easily removed for cleaning and sterilization. The compact nature of the vial-filling and stoppering machine, as well as its speed and the fact that only one attendant is required, contribute to its functional value in the modern plant. Its range of uses is considerably heightened by the easy cleaning and sterilization of the machine's components.



#### at the show

#### Automatic labeler handles many sizes and shapes

The new fully automatic rotary labeling machine introduced by MRM Co., Inc., 191 Berry St., Brooklyn 11, reportedly will affix any size or shape of label ranging from postage-stamp dimensions up to 6 by 8 in. The labeling operation may be performed on containers ranging in capacity from fractional ounces to gallons without any change of parts except the star feeder. In contrast to most labeling equipment, the machine applies labels in an upright position .The labeling operation is completely automatic except for feeding material into the machine. Because the operator does not have to remove the labeled container. higher production speeds than were formerly attained are now possible, according to MRM. This new addition to the manufacturer's line of filling equipment may be placed in a conveyor line, it is said, so that containers are discharged directly onto a conveyor for further processing, thereby integrating the automatic labeling machine with the complete packaging line. This versatile new machine offers the user broad flexibility with one piece of equipment.











The big change is the first in Lowe's labels in 20 years. Old label (of which a typical example appears at right, above) was an All-America Competition winner in 1936. In examples of new label, each variety of paint or enamel is instantly identified as to use by the halftone photo and background drawing. Moreover, personable models suggest type of user—farmer, housewife, suburban home owner, professional painter—for which each variety is suitable.

#### Paints in action

Lowe Brothers' new labels
not only <u>tell</u> what the contents are for—
they <u>show</u> it, in picture-drawings that are loaded
with informative detail.
Here's a bright way to identify product varieties



Different background color distinguishes labels for each of the nine varieties of finishes, but the logotype (top rated in scientific tests for legibility) appears always with "Lowe Brothers" in black on a yellow panel and the paint type directly below in white against dark blue.

he pictorial labels now appearing on cans of Lowe Brothers paints are not only a striking departure in that product field; they suggest a new approach to instant visual communication with the customer, which is the basic need of all packaging everywhere today.

With friendly, human-interest action photos, Lowe pictures on the labels the specific and most typical use for each of nine types of paint and enamel, each accompanied by a specific background color. Simply and graphically, the labels demonstrate the particular paint contained.

All of these are large, lively pictures—the smiling subjects silhouetted in halftone against the line drawing and color background—with "clean" white space to give a sense of animation. The smiling subjects seem to convey the Lowe slogan: "Wonderful way to paint!"

The potential customer looking for a paint with which to redecorate a dining room can instantly select the correct type, because Lowe's semi-gloss for walls and woodwork bears a large picture of a woman rolling paint on the wall. It isn't necessary for the shopper to wade through fine print to see if this is a paint which lends itself to the application at hand; one glance at the label quickly answers three questions: (1) the can contains wall paint, (2) which can be applied with a roller, (3) by any housewife.

Also of importance is the fact that in line with the most advanced thinking behind package design today, the new labels tie in strongly with Lowe's current national advertising campaign, now in its second year. Full-page, full-color ads in consumer magazines carry duplicates of the can illustrations, combined with hard-selling informative material on Lowe paint. This means, of course, that although today's self-service selling conditions may preclude a verbal sales pitch, the pre-sold product obtains instant recognition from the customer.

The labels also lend themselves effectively to repetition in full-sized color displays, posters, easel-mounted counter ads and newspaper mats. Lowe has taken full advantage of this fact in its sales promotion and merchandising, as well as its national advertising.

For instance, just before the national ad for Lowe's Plax appeared, using the can's illustration as its theme, dealers received a big full-color blow-up poster for window use and an easel-mounted copy of the ad for use on counters. Similar promotion material was distributed before the house-paint ad appeared.

When the paint can is on the dealer's shelf, actually three components of the label are visible to the customer. At the top of the can in dark blue on yellow is the logotype, under which is printed the paint type in white on dark blue. To the left of this is the "style-tested" trademark in white—a small, full-skirted female figure. (This part of the can label is duplicated on the sides of the four-can corrugated shipping carton.) The second component is the application picture, which dominates the label because of its size, background color and use of white space. Third is the product description and paint color in large, plain, black type running along the white bottom margin.

The back panel is dominated by use instructions printed legibly on a large white area. The bottom margin contains the manufacturer's name and the paint formula and safety warning are unobtrusively printed in fine print on the colored side margins.

Prior to the current label change, Lowe's last package redesign took place in 1936. The company performed such an outstanding job then, by contemporary packaging standards, that it received the

Ad tie-up is a natural—just feature the same painter, in the same pose, as appears on can label in the retail store. Note that the same model in the same pose is used on the label for Shingle 'n Shake house paint, but with one important difference—in one he's painting shingles vertically; in the other, he's stroking clapboard laterally.





Front and back sections of a typical can label. Note clean legibilty of all type matter. Same model illustration is used for two kinds of roller-applied wall enamel, but against different background colors (on all nine varieties of Lowe's products) to help avoid confusion.

Bronze Award for labels and seals in Modern Packaging's All-America Package Competition for that year.

Relative visibility tests, ocular camera tests and an anglemeter test\* comparing the new designs against the 20-year-old prize-winning labels indicated an impressive improvement. Consumer opinions, resulting from an impulse reaction test which was conducted on the new labels in comparison with the old, produced comment which exactly reflected the redesign aims:

"From the picture, you can see whether you use a roller or a brush with the various types of paint."

"The people on the cans look like amateurs, which means that the paint must be easy to use."

"The pictures are simple and straightforward."

"The pictures are natural looking."

"You can tell at a glance what color the paint is."

"The colors are attractive and eye catching and make the cans stand out."

"The lettering on these cans is better than on the others."

"The words are easier to read."

Results of the impulse reaction test showed that as far as product identification alone is concerned, the new labels rank far above the old, since far more persons correctly identified the specific paint product when viewing the new labels than when viewing the old ones. This superiority is attributed chiefly to the use of the illustrations, which facilitate easy immediate identification and, second, to the removal of the product name from a congested copy area to a prominent, uncongested label area.

Further to aid recognition and remembrance, the trademark and logotype are identical on the packages. The generous use of clean, white space gives a clean appearance to the can and also creates the illusion of a larger package. In a nutshell, the labels render the new packages easier to see, to read, to recognize and to remember.

From the dealer's viewpoint the attractive, colorful designs lend themselves to striking mass displays and the similarity of design, combined with the change in personal illustration induces the shopper to look longer at the packages arranged in those displays.

In addition, the greatly improved legibility of color name and number increases the can's utility value. The fact that the new package represents a sharp departure from the run-of-the-mill label stimulates interest and excitement in salesmen, distributors and dealers—an important point, Lowe believes, since it had recently undertaken a campaign to expand its operations.

Lowe's idea of distinguishing product types through use illustrations is of particular interest not only to the some 2,000 paint manufacturers in this country, but also to those packagers who are looking for an ingenious method of identifying variations of one basic product while retaining identity value by packaging them in basically similar containers. A short list of potential products eligible for this treatment might include polishes, polishing cloths, glues, inks and various different types of soil food and fertilizers.

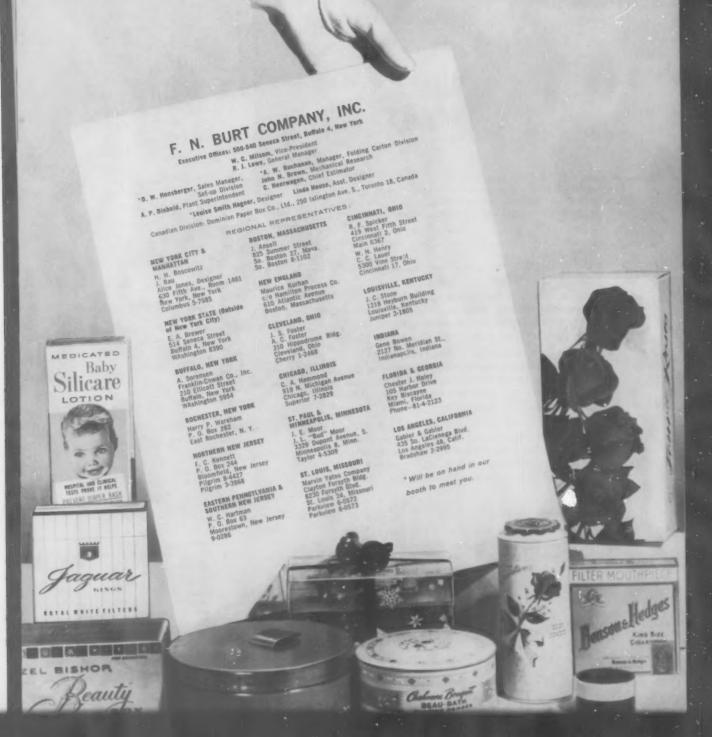
**Credit:** Labels designed by Johnson-Sabatino, 131 E. Third Ave., Dayton, Ohio.

<sup>\*</sup>Tests by Design Laboratory of Container Corp. of America.

# An Invitation from Burt

VISIT OUR DISPLAY AT THE PACKAGING SHOW (BOOTH 762).

You'll see a comprehensive collection of set-up boxes, folding cartons and transparent containers — samples of work we've created and produced for leading packagers in every field.





Tenth French Packaging Show in Porte de Versailles, where Oscars were displayed, drew record crowds to see exhibits of 450 firms revealing latest in French packaging materials and equipment.

Paris has been the center for packaging events during recent months that present a broad perspective not only on French packaging, but on

European packaging generally.

During November, the 1956 Packaging "Oscars" were awarded in the annual French Packaging Competition sponsored by the Institut Français de l'Emballage, while the annual general meeting of the European Packaging Federation was held simultaneously with the 10th annual French Packaging Show in the Exhibition Halls at the Porte de Versailles.

Of most interest to American packagers, perhaps, are some of the unusual packaging ideas suggested by the ingenious designs and constructions revealed among the 40 Oscar winners. The packages described below, and illustrated herewith, are all Oscar winners.

#### Ideas from the Oscars

Textile firms confronted with shipping rolls of delicate fabrics such as velvets without damage may find a solution to their problems in the package devised by Blin & Blin Co. for export, which suspends a roll of fabric enclosed in a polyethylene envelope inside a fibreboard cylinder with wooden ends. Suspension is achieved by two wooden cones at the center of both wooden ends extending into the

# French Oscars



Glass aerosol is recognized in French competition as economical and functional for controlled dispensing of colognes.

Polyethylene lemon holds fresh lemon juice, convenient for squeezing a drop at a time. Container has strong counter appeal.



Winning packages on view at Paris show give broad perspective of packaging progress across the sea;

European packagers pursue standard procedures for Western Europe

hollow shaft on which the roll of fabric is wound. A wide metallic ring secures the wooden cover. By this method, there is never a chance of the fabric wrinkling or the nap being marked by pressure within the container.

A handy package devised by The Moncitron Co. for fresh lemon juice that has plenty of eye appeal is a polyethylene container actually molded in the shape of a lemon. With this container, the consumer no longer has to waste a whole lemon to squeeze a few drops. She simply unscrews the closure of the lemon-shaped container, squeezes out a few drops, replaces the cap until she wants lemon juice another time.

Progress that is being made in France in the pre-packaging of fruits and vegetables is indicated by the Oscar-winning packages of the Produits Agricoles Conditionnes Co., which is offering precleaned vegetables in polyethylene bags and a line of quality fruits in colorfully printed fibreboard trays overwrapped with cellophane. The company

reports greatly improved distribution operations and a better product for the consumer.

How a specialty fruit-juice concentrate may be given glamour treatment to upgrade it as a gift item is illustrated by an orange-shaped bottle the Compagnie Française des Produits Orangina has adopted for "Naranjina," a special orange-juice concentrate from North Africa. A hermetic seal is achieved by using wax to secure the closure. Appearance is further enhanced by an overwrap of amber-colored cellophane.

Recognition was given to the functional aspects of the glass aerosol by the awarding of an Oscar to S. A. Monoprix for its glass aerosol package of lavender water in a container convenient in size and shape to hold even with moist hands.

A polyethylene squeeze can adopted by Produits Menagers Floss Co. is designed as a convenient dispenser for a new starching product. By turning the container upside down and gently pressing the sides, the consumer may eject just enough of the product



Unbreakable carboy of polyethylene has special tight seal, screw cap with hexagonal top for adjustment, convenient handles for carrying. Container has been accepted by French Commission for Transport of Dangerous Materials. Capacity is 30 liters (about 8 gals.).

Developments for foods: (K) Corrosion-resistant metal container for salt is treated with synthetic resin coating, has polyethylene closure. (L) Foil-wrapped Maggi bouillon concentrate in cartons is multiple packed in attractive re-use polystyrene boxes. (M) Fresh meat products are packed in polystyrene containers with paperboard, aluminum or polystyrene covers. (N) Improved quality and more efficient distribution is achieved by Produits Agricoles Conditionnes with polyethylene bags for vegetables and paperboard trays with cellophane film overwraps for fruits. (O) Aluminum foil-paper-cellulose film combination bags give moisture protection to biscuits. Bags have reclosable metal strips. (P) Corrugated tray overwrapped with cellulose film gives both protection and eye appeal to delicate biscuits. (Q) Orange-shaped bottle and amber-colored cellophane overwrap upgrades a specialty fruit-juice concentrate for gift giving.



through the opening to rub over the cloth to be starched.

A novel dispensing package developed by the Novacel Co. for adhesive tape consists of a reel with hexagonal flanges which have saw-blade edges. One has only to put the reel on his finger, pull the tape backwards and cut the tape by rubbing over one of the saw-blade edges.

S. A. Monoprix Co. has developed a colorfully printed triangular folding box for a toy helicopter, which not only conforms to the shape of the product, but provides for unusual display arrangements. Packing for shipment is no problem because two cartons placed together along the hypotenuse sides form a rectangular solid without waste space between the cartons.

Two polyethylene carboys, accepted as safe by the French Commissioner for Transport of Dangerous Materials, were among the competition winners. One, produced by the Uniplax Co., is a round shape of 30-liter capacity, has a threaded stopper with hexagonal top for adjustment and a closure that reportedly assures complete tightness. The carboy is designed to be laid flat or to be stacked. The other carboy winner, developed by Warin & Rapeaud Co., is a square-shaped design of 25-liter capacity for space saving in railroad cars and warehouses. It is produced in colored polyethylene to facilitate identification.

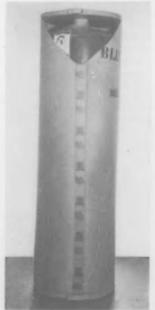
French progress in the manufacture of aluminum

containers is indicated by an impact-extruded, onepiece aluminum can designed to hold a vacuum, which won an award for Comptoir d'Emballages Metalliques, the producer. Construction permits easy and complete opening of the container by a key which cuts a strip around the upper part, resulting in a rounded edge without risk of injury to the user. The cover is replaceable, fitting the body of the container snugly.

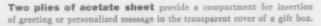
A patented construction of a two-ply cellulose acetate cover forming a compartment for the insertion of a greeting card or personalized message is the novel idea for a gift box developed by L. Danou Co. Manufacturers may use the box with special illustration or message inserted without the need for a specially printed box wrap. Or, when used for packaging gift merchandise, an individualized greeting may be inserted in the container by the purchaser as desired.

Improved protection and economy are claimed for an aluminum collapsible tube made by the Perfectube Co. The tube is formed without an opening drilled at the dispensing end during the manufacturing operation. The aluminum sheet at this point, apparently, is thin enough to be cut by the cap when it is screwed down tightly, thereby permitting the tiny aluminum disk so cut to be transferred to the inside of the cap to serve as a cap liner.

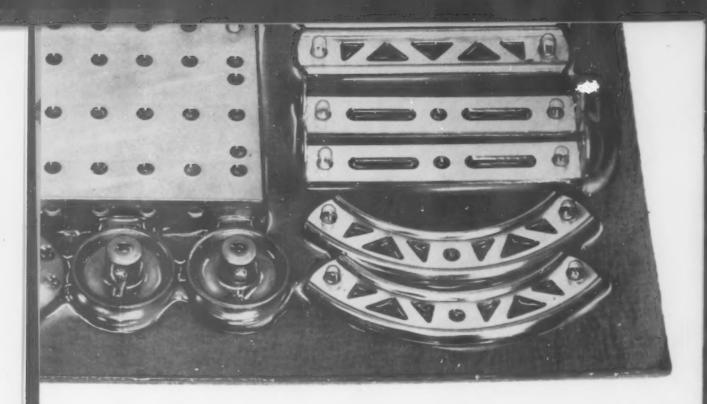
All awards were displayed at the French Packaging Show, which attracted [Continued on page 324]



Suspension pack for a roll of fabric prevents crushing or wrinkling. Core on which fabric is wound is held by wooden cones attached to wooden ends of fibreboard cylinder. Polyethylene bag covers fabric, metal ring secures package.







How 4 different types of packaging made of BAKELITE Plastics

# Improve appearance, add protection

The parts for this Gilbert Erector Set are first positioned on cardboard. Then a sheet of Krene Cast Vinyl Film is draped over them and drawn tight by vacuum. Pieces stay protected and in place until film is broken by the purchaser.

Examine the package's contents closely—for Krene Cast Vinyl
Film is crystal clear. You can handle them all you want as
Krene Cast Vieyl Film is remarkably tough. These parts
won't rust because Krene Cast Vinyl Film is noted
for its resistance to moisture penetration.

Could a package like this preserve your product
... promote its sale? For samples of Krene
Cast Vinyl Film, write Dept. VQ-105.

(continued on next page)

## Improve appearance, add protection

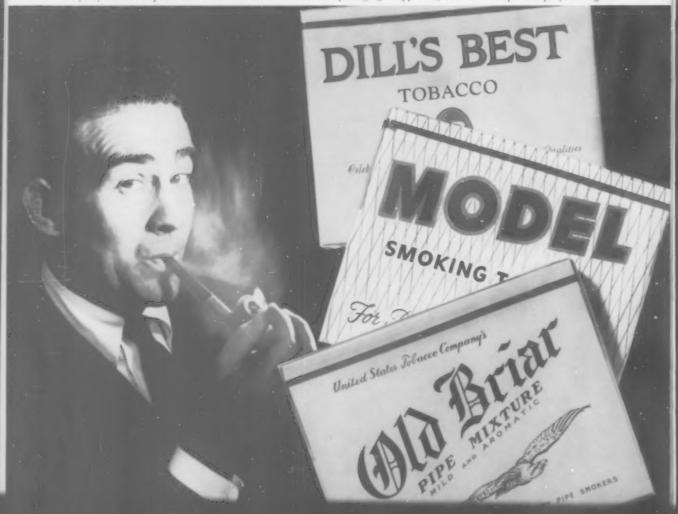
(continued from preceding page)

# Polyethylene coating—a moisture barrier that keeps moisture in

The inside pouch liner in these tobacco packages is of polyethylene-coated paper laminated to foil. According to L. C. Zarpentine, United States Tobacco Co., New York, N. Y., "The polyethylene coating helps to retain the proper moisture content in the tobacco for a longer period. It also provides better feel and appearance, adds to the durability of the package, and is not stained by the tobacco."

There are many ways to use a coating of BAKELITE Brand Polyethylene on packages, inside and out, for appearance and performance. If your product is liquid or powder, animal, vegetable, or mineral, find out if such a coating is another selling point for you.

Polyethylene-coated pouch liner stock for United States Tobacco packaging is supplied by H. P. Smith Paper Company, Chicago, Ill.





# Polyethylene film bags "raised bakery sales 35%"

That's the experience of Dutch Girl Bakeries (associated with Albertson Super Market Chain, Boise, Idaho), according to Dean Brown, supervisor.

"Polyethylene makes a neat wrapper. Our bread shows up clearly ... all the color of the inviting crust is there. Every slice can be seen. Women can touch, lift, see, and feel the lightness and freshness of the product before paying for it . .without harming its appearance or sealed-in cleanliness."

"Another advantage," Mr. Brown continues, "polyethylene bags do not dry out and become brittle with age. We can lay in a huge supply, saving money by large economy orders, and there is no danger of bags drying and cracking."

See Bakelite Company exhibit, National Packaging Exposition, International Amphitheater, Chicago, III., April 8-11, Booth #922.



Ask your supplier about...



(continued on next page)



# C-11 Plastic spool solves a problem for plastic-coated fly line

This spool is an ideal package for a coiled fly line. Designed to open or close with a twist, the spool halves are tough, dimensionally stable, and accurately molded for friction fit. Transparent, the spool displays the line clearly.

Ordinary plastic didn't work—plasticizer migration from the fly line caused distortion. The answer was C-11, the BAKELITE Plastic that gives the required appearance and structural features, plus improved chemical resistance. Now the plastic, package, and product are all attuned to the selling job.

BAKELITE materials are available in such variety that you can readily select one that will fit into your packaging plans. Investigate improved packaging with BAKELITE Plastics. See your packaging supplier, or write for the 1957 "Guide to Packaging" to Dept. VR-105.

First in the world of plastics



# Transparent vinyl can

Used in Germany for food products, it has a stamped body of unplasticized, non-toxic, 8-mil sheet and vinyl cover sealed by crimped-on metal ring



Visibility unlimited features these German cans for smoked salmon, using semi-rigid vinyl formed in-plant from 8-mil calendered sheet stock.

A transparent vinyl can recently introduced in Western Germany and now appearing in increasing quantity there as a container for herring, salmon, ginger sticks, margarine and similar items incorporates a number of innovations which packagers here will recognize as significant and promising.

The body of the can is made of calendered, clear, 8-mil polyvinyl chloride sheet, which is unplasticized and therefore should present no problem of toxicity or embrittlement under refrigeration. The plastic body is formed from roll stock by a stamping machine in the packager's plant, thus minimizing transportation and storage space. The use of a vacuum-formed vinyl cover and a died-out, crimpon, metal sealing ring together provide top-side visibility and a strong hermetic seal.

A typical user is C. Lisner & Sohne Wesel a/Rhein, who pack smoked salmon or lox in a flat, round, 8-oz. version of the container. Victor Leege, Jr., Co., Bremerhaven, employs a rectangular version, a typical sardine-can shape.

The containers, regardless of style, consist of three components: the stamped plastic base, the formed transparent lid and the metal rim, which is lithographed with the customary label information.

When the vinyl container is employed for margarine—and this application is said to be fairly extensive in Germany—the metal closure is not used. Instead, a white, opaque film of printed vinyl is heat sealed with a high-frequency machine to the flanged top of the printed, stamped container.

Advantages claimed for the plastic-metal container, aside from being closable on can-type equipment, are its transparency; strong, dent-free construction, and significant reduction in tare weight. An unfilled container is said to weigh only one-third as much as a metal can of similar capacity.

In the crimping of the metal rim, a raised chime

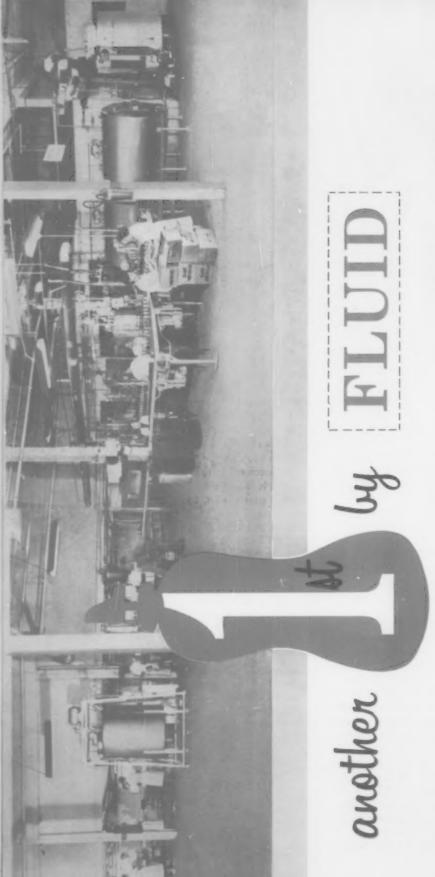
is produced. The rim comes with the edge turned down. The closing machine folds this edge in and up against the under side of the flange of the vinyl base. Both the cover and the base flange are caught by this crimp. No transparent unplasticized vinyl sheet of this thickness is currently being commercially produced in this country. Reportedly, there are mechanical tricks to its production which have not yet been mastered here. It should be noted that the German foods currently using the container are not heat-processed in the package.

The unplasticized vinyl, in addition to very good strength characteristics, has excellent resistance to transmission of water vapor and is highly resistant to greases and oils. The German producer of the sheet lists WVTR of 8-mil sheet at 0.079 gm. per 24 hrs. for 100 sq. in. at 73 deg. F., 90% R. H. Transmission of gases is practically nil.

Credits: "Genotherm" unplasticized polyvinyl chloride sheet produced by Anorgana, G.M.B.H., Munich, Germany; represented in U. S. by David S. Greenfield, 3143 Decatur Ave., New York 67.

Components include stamped base, vacuumformed cover and metal ring which is crimped on by machine. Containers weigh only about ½ oz.





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# Polyester in barrier materials

Characteristics of new film make it a valuable component of military laminates; two-thirds of non-heat-sealable materials qualified under MIL-B-121A now use it

By Mario E. Gigliotti\* and Howard M. Weiner†

As the readers of this article are well aware, packaging is big business. This axiom is as applicable in military packaging as it is in the civilian field. While some of the aspects of civilian packaging (e.g., sales appeal, etc.) do not carry over into military packaging, one facet common to both is protection.

Military supplies must be packaged and packed to withstand the rigors of all environmental conditions, from arctic to tropic exposure, and all degrees of handling, from fork lift trucks to native porters. While breakage of a bottle of perfume means loss of sales and an irritated customer, non-functioning of a spare part for a tank, truck or gun, because of rusting or breakage, can mean loss of life.

To afford maximum protection to military items,



Figure 1. Apparatus to determine moisture content of MILB-121A barrier-material samples.

the people in Government service who are responsible for packaging and packing are continually on the lookout for materials that will best accomplish this purpose. One such material that has and is being critically evaluated is polyester plastic, particularly in the form of thin films.

The properties of polyester (a polymer resulting from the reaction between ethylene glycol and terephthalic acid) as described in the manufacturer's data sheet and in the literature (1, 2, 3, 4, 5, 6) indicate that films made from it should find a role

<sup>1</sup>Numbers in parentheses identify References appended.

<sup>\*</sup>Technologist, Packaging Materials, Packing Materials Unit, and †Chief, Packing Materials Unit, Packing Section, Samuel Feltman Ammunition Laboratories, Picatinny Assensi, Dever, N. J.

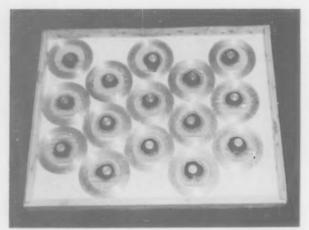


Figure 2. Greaseproofness test set-up under Specification MIL-B-121A, showing barrier-material specimens on white backing sheet (Whatman No. 2 filter paper) with aluminum ring, reagent-saturated sand and 50 to 55 gm. weight on each,

Figure 3. Close-up of a greaseproofness test assembly, showing chemist adding greaseproofness reagent to sand on surface of barrier-material specimen, holding the weight aside as he does so.



in packaging as components of flexible barrier materials for military use. Some of its outstanding characteristics that seem to make it suitable for military packaging are stability over a wide temperature range, durability, good oil and grease resistance, resistance to water penetration, chemical inertness and good physical-strength properties.

#### Materials and testing

Since there were no polyester barrier materials commercially available to the Government in 1952, the Packing Section of Picatinny Arsenal had fabricated for its study and testing a Grade A (Specification JAN-B-121) greaseproof barrier material and a Grade C (Specification JAN-B-121) greaseproof barrier material, with Mylar\* polyester film as the greaseproof film component in each.

The Grade A material was made by laminating a 0.0005-in. (50 gauge) polyester film to a 60-lb. basis weight (24 × 36 — 500) natural high-strength kraft paper. The Grade C barrier was prepared by laminating a 0.0010-in. polyester film to a cotton scrim 44 by 40 threads per inch with 110-120 lbs. per ream (3,000 sq. ft.) of a special high-melting-point wax mixture. The former laminate was evaluated as a Type I (heavy duty), Class 2 (non-heat sealable), Grade A greaseproof barrier material under Specification MIL-B-121A (7) and the latter construction as a Type I (heavy duty), Grade C material under that specification.

Both materials were tested for compliance with Specification MIL-B-121A (which was "proposed"

"Trade name for DuPont's polyester film.

at the time of this evaluation) and the results reported, discussed and analyzed in Picatinny Arsenal Technical Report No. 2174 (8). The results of the test program are shown in Tables I and II.

Analysis of the test data on the Grade A material indicates that this material complies with all the applicable requirements of Specification MIL-B-121A except for moisture content and, even in this test, the value found (5.6%) exceeded but slightly the maximum permitted value of 5%. This slight excess of moisture was probably due to insufficient drying of the laminating adhesive and is easily correctable. Elevated-temperature aging of this material caused the polyester film to wrinkle and pucker slightly, but the composite structure remained functional and the "unaged" properties of the sheet were satisfactorily retained. The wrinkling and puckering were also probably caused by insufficient drying of the laminant and, as such, can easily be corrected.

The data in Table II show that the Grade C barrier material could not be considered acceptable, despite its excellent stability when exposed to elevated-temperature aging, greaseproofness, water-proofness and physical strength, because the scrim delaminated from the polyester film during low-temperature flexing at 20 deg. F. and because spring-back was excessive. A change in the wax formulation to increase low-temperature flexibility characteristics would probably overcome the problem of delamination during low-temperature flexing.

Excessive spring-back is objectionable because a barrier material possessing such a property does not take a permanent set and remain in place when used as an intimate wrap, overwrap, etc. Since polyester

Table 1: Results for Grade A, Type I, Class 2 material

| Test   | Results                                      | Spec, MIL-B-121A requirements  |  |
|--|--|--|--|
| 1. Elevated<br>temperature<br>Aging                                | e Satisfactory* 0.5% change                  | No delamination, loss of<br>coating or dimensional<br>change in excess of 2% |  |
| 2. Low-temp.<br>flexibility  | Satisfactory .                               | No delamination,<br>cracking, etc., at<br>-25° F.                            |  |
| 3. Greaseproo  |  | 20 specimens<br>(each phase)   |  |
| Unaged<br>Aged   | 20 specimens<br>OK<br>20 specimens           | satisfactory for 24 hrs.   |  |
| Low-temp.  | OK<br>20 specimens<br>OK                     | (min.)   |  |
| 4. Waterproof  |  | 10 specimens<br>(each phase)   |  |
| Unaged   | 10 specimens<br>OK                           | satisfactory for 24 hrs.   |  |
| Aged  Low-temp. flexed   | OK 10 specimens OK                           | (min.)   |  |
| 5. Bursting<br>strength<br>Unaged<br>Aged                          | 98 points<br>90 points                       | 45 points (avg. min.)<br>45 points (avg. min.)                               |  |
| 6. Tearing<br>resistance,<br>weaker<br>direction<br>Unaged<br>Aged | 155 gms.                                     | 150 gms. (avg. min.)<br>150 gms. (avg. min.)                                 |  |
| 7. Tensile<br>strength,<br>weaker<br>direction                     |  |  |  |
| Unaged<br>Aged   | 35 lbs./in.<br>width<br>35 lbs./in.<br>width | 30 lbs./in. width<br>(avg. min.)<br>30 lbs./in. width<br>(avg. min.)         |  |
| 8. Resistance<br>blocking  | to<br>Satisfactory                           | No blocking, rupture or<br>delamination at 160° F.                           |  |
| 9. Chemical properties   | 0.02% acidity<br>(as SO <sub>3</sub> =)      | 0.020% acidity (max.)  |  |
| 0. Springback<br>Machine<br>direction                              |  | 90 deg. (avg. max.)  |  |
| Cross<br>direction   | 77 deg.                                      | 90 deg. (avg. max.)  |  |
| 1. Moisture<br>content   | 5.6%   | 5% (max.)  |  |

<sup>\*</sup>Material showed slight wrinkling and puckering.

film does not absorb waxes and thus become more supple, possible approaches to the problem of excessive spring-back are: (1) use of a softer wax in the laminating process, (2) use of a greater amount of wax in laminating, (3) use of wider-mesh scrim, (4) use of thinner-gauge (e.g., 0.0005-in.) film.

#### Conclusions

Generally, the conclusions drawn from this study were that the polyester film laminates showed considerable promise as military greaseproof barrier materials, if necessary modifications were made in the laminating process (e.g., use of low-temperature flexible waxes for Grade C constructions, etc.) to eliminate the non-conforming properties that were found. That these conclusions are valid is borne out by an examination of those greaseproof barrier materials qualified at Picatinny Arsenal since Specification MIL-B-121A was issued on April 14, 1955.

At the time of preparation of this article, 25 Grade A greaseproof barriers and 17 Grade C barriers had been tested and qualified. The Grade A materials fall into two classes, Class 1 being heat scalable and Class 2 non-heat scalable. Since polyester films are not too readily heat scalable, none of the Class 1, Grade A materials have used this type of film. However, 66% of the non-heat-scalable class have used polyester film, primarily in 0.0005-in. thickness, as the greaseproof component. Of the 17 qualified Grade C materials, 11 of them, representing 65% of the total, have used polyester film in thicknesses ranging from 0.0005 to 0.00035 in. for the greaseproof ply.

All of these qualified barriers have confirmed the conclusions drawn from the first study of these laminates. They have shown excellent temperature stability, greasproofness and waterproofness and are rugged enough, even in thinner-gauge films, for military packaging purposes. Manufacturing experience and industry testing and evaluation have eliminated the earlier drawbacks that were found.

In the opinion of the authors, the emergence of polyester fi.'m laminates as full-fledged military barriers is attributable to several reasons.

Firstly, these films have now become available commercially in quantities great enough to make their use feasible. Reflecting this greater availability, the price of polyester film has decreased to where the economics of the situation permit its use in the highly competitive field of supplying packaging materials to the military departments. For example, the cost of 0.0005-in. film in roll form has dropped from \$3.50 a pound in 1953 to \$2.75 a pound in 1956. And, if history repeats itself, this downward cost trend will continue into the future.

In connection with these economic aspects, an-

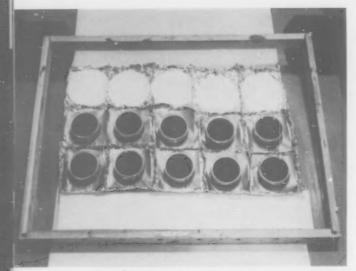


Figure 4. Waterproofness test set-up of Specification MIL-B-121A, showing barrier-material specimens with regeant-filled aluminum ring waxed to surface of each. Each test assembly rests on a white backing sheet (Whatman No. 2 filter paper) which, in turn, fits in an individual flat-bottomed foil receptacle covered by a watch glass to prevent evaporation of waterproofness reagent.

other factor that has contributed to the increased use of polyester films has been the ability of constructions made from relatively thin films to meet the military requirements. As mentioned above, 35and 50-gauge (0.00035 and 0.0005 in.) films form the basis for current military polyester barriers. And, of course, the use of thinner films results in a less expensive end product, since the film is sold on a cost-per-pound basis, which calculates to approximately 6 cents per 1,000 sq. in. for a 35-gauge film, as opposed to 11 cents per 1,000 sq. in. for a 100-gauge (0.0001 in.) film. It should also be noted that not only does the use of thinner films make these structures competitive costwise with other types of greaseproof barrier materials, but it also gives more desirable properties, such as greater flexibility and less springback, to the finished product.

Secondly, the more stringent requirements of Specification MIL-B-121A over its predecessor, Specification JAN-B-121, have resulted in a substantial upgrading of the quality of materials procurable under these specifications. Specification MIL-B-121A—by virtue of its low-temperature flex test, more severe accelerated aging test, requirements for waterproofness, etc.—has all but eliminated some of the older-type constructions that could meet Specification JAN-B-121. In the attempt to fabricate materials that would comply with the newer specification, the attention of manufacturers naturally was directed to films that have better temperature sta-

Table II: Results for Grade C, Type I, Class 2 material

|     | Test          | Results                | Spec. MIL-B-121A requirements |
|-----|---------------|------------------------|-------------------------------|
| 1   | Elevated      |                        | No delamination, loss         |
|     | temperature   | Satisfactory           | of coating or dimen-          |
|     | aging         | 1.0% change            | sional change in excess       |
|     |               | sto /o stande          | of 2%                         |
| 2   | Low-temp.     |                        | No delamination,              |
| -   | flexibility   | Unsatisfactory;        | cracking, etc., at 20° F      |
|     | meaning.      | scrim delamin-         | traction, tred at no 1        |
|     |               | ated extensively       |                               |
|     |               | from film              | *                             |
| 3.  | Greaseproof-  |                        | 20 specimens (each            |
|     | ness          |                        | phase) satisfactory for       |
|     | Unaged        | 20 specimens OK        | 24 hrs. (min.)                |
|     | Aged          | 20 specimens OK        |                               |
|     | Low-temp.     | ao apremiono ora       |                               |
|     | flexed        | (Not conducted         |                               |
|     | HEACG         | due to failure in      |                               |
|     |               | low-temp.              |                               |
|     |               | flexing)               |                               |
| £   | Waterproof-   | ncamp,                 | 10 specimens (each            |
|     | ness          |                        | phase) satisfactory for       |
|     | Unaged        | 10 specimens OK        | 24 hrs. (min.)                |
|     | Aged          | 10 specimens OK        | W F 655 Oc. ( 555555.)        |
|     | Low-temp,     | to specimeno ora       |                               |
|     | flexed        | (Not conducted         |                               |
|     | пежец         | due to failure         |                               |
|     |               | in low-temp.           |                               |
|     | Bursting      | flexing)               |                               |
| o.  | strength      | HEATING)               |                               |
|     | Unaged        | 107 points             | 45 points (avg. min.)         |
|     | Aged          | 88 points              | 45 points (avg. min.)         |
| 5   | Tearing       | oo pomas               | to points (avg. min.)         |
|     | resistance,   |                        |                               |
|     | weaker        |                        |                               |
|     | direction     |                        |                               |
|     | Unaged        | 834 gms.               | 500 gms. (avg. min.)          |
|     | Aged          | 582 gms.               | 500 gms. (avg. min.)          |
| ,   | Tensile       | .902 gms.              | oor guis. (avg. mm.)          |
|     | strength,     |                        |                               |
|     | weaker        |                        |                               |
|     | direction     |                        |                               |
|     | Unaged        | 40 lbs./in. width      | 20 lbs./in. width             |
|     | Unaged        | 40 fbs./in. width      | (avg. min.)                   |
|     | Annal         | 27 the /im width       | 20 lbs./in. width             |
|     | Aged          | 37 lbs./in. width      | (avg. min.)                   |
|     | n             |                        | No blocking, rupture o        |
| 5.  | Resistance to | C. W. F                | delamination at 120° F        |
|     | blocking      | Satisfactory           | delamination at 120° F        |
|     | Chemical      |                        |                               |
| 9.  |               | 0.00% acidity          | 0.020% acidity (max.)         |
|     | properties    |                        | owen's actually (man)         |
| 0   | Springhash    | (as SO <sub>3</sub> =) |                               |
| Fa. | Springback    |                        |                               |
|     | Machine       | 60 Jan *               | 20 des (eus)                  |
|     | direction     | 68 deg."               | 30 deg. (avg. max.)           |
|     | Cross         | 16 3                   | 20 Jan (ann ann)              |
|     | direction     | 46 deg.                | 30 deg. (avg. max.)           |
| *   | Moisture      | 1.00                   | FM ( )                        |
|     | content       | 1.8%                   | 5% (max.)                     |

bility, good grease and water resistance and are functional over a wide temperature range. Polyesters fulfill all of these requirements.

However, one should not infer that the use of cellulose acetate, cellulose tri-acetate, "standard" polyethylene (as opposed to the newer low-pressure, high-density films currently being developed), aluminum foil, or any of the more-or-less time-

Table III: Materials and constructions

| Grade1 | $Type^2$ | Class1 | Construction <sup>3</sup>  |
|--------|----------|--------|--|
| Α      | 1        | 1      | 0.0017-in. polyethylene extrusion<br>coated on 70-lb. kraft paper  |
| Α      | П        | 1      | 0.0015-in. intermediate-density<br>polyethylene extrusion coated on<br>50-lb. natural kraft paper  |
| Λ      | Ш        | 1      | 0.0020-in, polyethylene extrusion<br>coated on 40-lb, kraft paper  |
| Λ      | 1        | 2      | 0.00088-in. cellulose acetate<br>laminated to 0.0050-in, neutral<br>kraft paper with synthetic resin<br>adhesive   |
| Λ      | 11       | 2      | 0.0010-in, aluminum foil lamin-<br>ated to 0.0040-in, neutral kraft<br>paper with synthetic resin<br>adhesive  |
| A      | Ш        | 2      | 0.00088-in. cellulose acetate<br>laminated to 0.0040-in. natural<br>kraft paper with synthetic<br>resin adhesive   |
| С      | 1        | 1      | 0.0010-in. aluminum foil<br>laminated to 44 x 44 threads per<br>inch cotton scrim with 15 lbs.<br>polyethylene and coated on<br>fabric side with wax     |
| С      | I        | 2      | 0.00088-in. cellulose tri-acetate<br>laminated to 32 x 30 threads per<br>inch, 7.35 yds. per pound cotton<br>fabric with microcrystalline wax            |
| С      | П        | 1      | 0.0007-in. aluminum foil lamin-<br>ated to 32 x 28 threads per inch<br>cotton scrim with 10 lbs. poly-<br>ethylene and coated on fabric<br>side with wax |
| C      | П        | 2      | 0.0007-in, aluminum foil lamin-<br>ated to 38 x 42 threads per inch<br>cotton scrim with 10 lbs. poly-<br>cthylene and coated both sides<br>with wax     |

Grades and classes: Grade A—Greaseproof, waterproof, acid free and noncorrosive. Class 1—Heat scalable. Class 2—Non-heat scalable. Grade G—Graseproof, waterproof, acid free, noncorrosive, moldable and self adhering. Class 1—Self-adhering coating applied on non-greaseproof side only. Class 2—Self-adhering coating applied on both sides.

Types: Type 1—Heavy duty. Type II—Medium duty. Type III—Light duty (applicable to Crade A only).

<sup>3</sup>All weights are on a per ream (3,000 sq. ft.) basis.

honored materials has been negated by the entry of polyester films into the picture. Although these materials do not possess the striking individual characteristics of polyester film, some Grade A and/or Grade C barrier materials using one or more of them comply with Specification MIL-B-121A and still have a place in military packaging. As illustrations, Table III shows typical constructions that have been found acceptable in tests at Picatinny Arsenal.

More recent evaluations of greaseproof composites for the purpose of comparison with polyester-clad barriers show that the newer low-pressure, high-density, polyethylene-coated sheets most nearly reproduce the physical strength and stability properties of those employing polyester film. But even these high-density polyethylene film constructions fall somewhat short in their greaseproofness characteristics, especially after accelerated aging at high temperatures.

Thirdly, the last several years have seen many improvements in the technology of polyester films. Problems such as difficulty [Continued on page 336]



Figure 5. In early tests, excessive spring-back of polyester film laminates was a fault, as indicated by operator's finger pointing to loosened flap. This is a IA2 pack (carton overwrapped with greaseproof, waterproof barrier material) made with the Grade C, MIL-B-121 barrier evaluated in Table II. By contrast, the IA1 pack shown below (item overwrapped with greaseproof, waterproof barrier material in conforming fashion) employs a newer Grade C polyester film-laminated material; use of a softer wax along with a thin, 0.0005-in. polyester film has solved this problem.

#### Standards for polyethylene

Industry groups are near agreement on test methods by which nine basic qualities of film for packaging purposes may be uniformly judged

By Jules Pinsky\*

June of 1957 should see the Polyethylene Film Committee of the Society of the Plastics Industry ready to submit a standard on polyethylene general-purpose film. When and if our committee agrees on such a standard, it will be submitted to Frank Reinhart of the National Bureau of Standards. Mr. Reinhart will review this specification and if found acceptable to him it will be submitted to the Department of Commerce for signature by the Secretary.

Once this standard has been accepted it will then be issued as a hallmark to those producers of polyethylene film who meet the quality considerations listed in this specification.

Work was started on this specification in January of 1953 by a committee called together by the Society of the Plastics Industry. There was ample indication at this time of the need of a polyethylene film specification. Demand for such a specification was voiced by the converters, by civilians, by the military and by many of the film producers themselves.

With the rapidly growing importance of polyethylene film in packaging, packagers have been handicapped by the inability of suppliers to agree on quality standards by which competitive prices could be interpreted. Now producers and converters are close to agreement on uniform standards. This is a progress report as delivered by Dr. Pinsky, chairman, Polyethylene Film Committee, Society of the Plastics Industry, to the annual meeting of the National Flexible Packaging Assn.

Committee issued a questionnaire to 100 polyethylene film producers and converters and to the, at that time, two resin suppliers. Replies favorably disposed were received from 85% by volume of the extruders and 20% by volume of the converters.

In order to check further to see whether the converters were really interested in such a specification, Winfield Channing of Chester Packaging sent out a private survey entitled "Apathy or Approval" to 1,300 individuals. Ninety-eight per cent of those contacted by Mr. Channing said they felt that a specification was necessary.

#### Desirable qualities

After a considerable amount of work, the committee has agreed upon the following nine qualities as desirable and necessary in a specification:

- 1. Clarity
- 2. Slip and block
- 3. Gauge and yield
- 4. Heat sealability
- 5. Tensile strength
- 6. Flatness
- 7. Shock impact
- 8. Ink adhesion
- 9. Odor

These have been agreed upon after four years of due deliberation by your main committee, who have worked diligently and who have met at least three times per year. In addition, there have been some 10 to 12 subcommittees who have called meetings of their own to discuss their particular problems.

After four years of work, I feel that we now have a specification which, though not perfect, is the best on that can be arrived at at this time and one which is a fair compromise—fair, that is, to all concerned.

For example, I believe that this present specification would exclude 35% of the molding powders now offered for polyethylene film extrusion. It would exclude 28% of the film now being presented because it will not meet our tensile-strength values.

It would also exclude 33% of the film because of gauge.

As you can see, this specification means that, quality-wise, the molding-powder suppliers and film producers are being penalized. This is an important consideration because while this specification will not meet all of the needs for the film converters, it should be realized that it will be a great umbrella protection for them and we urge them to make compromises with what they think is the utmost quality needed. If they still persist in feeling that these qualities are necessary for their individual uses, it is suggested that those be taken care of in individual buyer-seller arrangements.

Clarity is to be specified by three types of measurements, namely, (1) see-through, (2) gloss and (3) haze.

For see-through testing we think that it will be necessary to have an instrument that measures the ratio of light scattered at a narrow angle to the light scattered at a zero angle. There are three such instruments in use around the country, at Bakelite, Du Pont and Monsanto. There are, I understand, other such instruments which have not been reported on to us. For gloss and haze we feel that the present ASTM methods on the books are sufficient with a proviso that for gloss probably a 45 deg, angle be specified.

We understand fully the desire and need by the converters and others for a simple, uninstrumented layman test for clarity. Unfortunately, we have not yet arrived at a method for such a test and do not believe that one is forthcoming in the near future. At any time that we can be shown a suitable test method that is simple and direct, we shall be most glad to include it in our specification.

The work on clarity is being carried out under the chairmanship of William J. Goodwin of the Bakelite Co.

Slip and block is the next quality to be considered and we have agreed rather fully that slip and block are two separate qualities and require two separate tests.

We feel that slip is probably best measured by the inclined-plane method; that is, where a steel block of definite size and weight is placed on a polyethylene film securely fastened around the block and the coefficient of friction of polyethylene to polyethylene established.

The property known as block, we feel, will probably be measured by a tensile force normal to the plane of the film; in other words, the force required to lift two blocked surfaces apart. Both of these tests will be submitted to the SPI Polyethylene Film Committee ballot and once agreed upon will be circulated.

The work on slip and block was originally carried out with W. E. Channing of Chester Packaging Products Corp. as chairman, Mr. Channing has had to resign recently and the new chairman of this subcommittee is Dr. C. J. B. Thor of the Visking Corp.

Gauge and yield has been one of the most troublesome. This work has gone on under the chairmanship of J. H. Parliman of the Plax Corp. His committee has done a considerable volume of work before arriving at the details which I will go into further.

At the meeting held in June, 1956, by the SPI Polyethylene Film Committee we made a considerable number of recommendations to Mr. Parliman's subcommittee. These recommendations were circulated through the secretary of the SPI, together with a ballot form under date of Sept. 24, 1956. The questionnaire was sent to the following four groups:

 Converters of polyethylene film, through the National Flexible Packaging Assn.

2. The complete SPI Polyethylene Film Committee.

3. All known extruders of polyethylene film.

4. All known manufacturers of gauge-measuring equipment.

Thirty-six companies voted on the gauge and yield specification. Of these 36, 18 designated complete approval, two indicated that they are not presently extruding polyethylene film and thus did not feel eligible to vote, four producers of polyethylene molding powder felt that they should not vote on this matter, three companies approved with minor suggestions and three companies approved with reservations. Only four companies disapproved and of these four, two were not counted since there was a contradiction and a duplication of votes from other representatives of these same companies. In other words, of the 21 approvals, 15 were extruders, four were fabricators and five were in a miscellaneous classification. The results, after taking into

Table I: Recommended gauge tolerances for general-purpose polyethylene film

| Width*       | Nominal gauge           | Tolerances<br>in ±% |
|--------------|-------------------------|---------------------|
| 36" and less | 0.0010" up to but not   |                     |
|              | including 0.0015"       | ±25%                |
|              | 0.0015" through 0.0060" | ±20%                |
| Over 36"     | 0.0015" up to but not   |                     |
|              | including 0.0020"       | ±25%                |
|              | 0.0020" through 0.0060" | ±20%                |

<sup>&</sup>quot;Width" refers either to flat or tubular film or sheet. Width of gusseted tubular material shall be regarded as the total width of the opened tube.

consideration the recommendations, were as follows.

- The gauge and yield specifications as recommended by our subcommittee and modified by the main committee are as follows:
- (A) Recommended gauge tolerances for general-purpose polyethylene film are set forth in accompanying Table I.
- (B) Recommended yield\* tolerances shall be as follows:

Any one roll-±10%

Lots up to 500 lbs.-±10%

Lots 501 lbs, to 2,500 lbs.-±5%

Over 2,500 lbs.-±3%

Yield is to be determined by the weight-per-roll method.

2. (A) Two classes of polyethylene film and polyethylene sheet gauge-measurement equipment are recognized:

Class I-for general purpose

Class II-for high accuracy or arbitration

(B) Accuracy of the measurement shall be as follows:

For Class 1-±0.0001 in, maximum

For Class II-+0.00005 in. maximum

- (C) Suggested equipment for measuring gauge under Class I:
- 1. Dead-weight dial micrometers such as those made by:
  - (a) B. C. Ames Co., Waltham, Mass.
  - (b) Federal Products Corp., Providence, R. I.
- (D) Suggested equipment for measuring gauge under Class II:
- 1. Scherr Comparitrol, made by George P. Scherr Co., New York,
- Leitz Optocomparitrol, distributed by George P. Scherr Co., New York.
- Sheffield Airflow Precisionaire, made by the Sheffield Co., Dayton 1, Ohio.
- Micrograph, made by Pratt & Whitney Co., West Hartford, Conn.
- 5. Beta ray gauging equipment specifically made for thin films and meeting Class II specifications. The following manufacturers claim such accuracy. (This does not preclude the use of beta ray gauges of other manufacture);

Industrial Nucleonics, Inc., 1205 Chesapeake Ave., Columbus 12, Ohio (Accu Ray).

Tracerlab, Inc., 130 High St., Boston, Mass.

Micronar, made by Standard Gauge Co., 224
 38 St., New York.

Note: Above or equivalent.

(E) All equipment in Classes I and II must be installed and operated according to procedures as

outlined by the manufacturer supplying the equipment. This includes periodic calibration with gauge standards, which are pieces of shim stock, nominally 0.001 in. and 0.0015 in. thick, whose thickness is known to an accuracy of better than  $\pm 0.00001$  in. Such gauge standards may be calibrated by the National Bureau of Standards, Washington, D. C.; Pratt & Whitney Co., West Hartford, Conn., or other organizations offering comparable services.

Sandvik Steel Co., New York, is one supplier of steel shim which can be used for standards.

- (F) Where measurement is made (Classes I and II) by contact with the polyethylene film:
  - 1. Gauging pressure shall be 4 oz.
- Measurement shall be made against a flat anvil of ¼ in, or larger diameter. Contact spindle shall be spherical and of ¼-in. radius.

Alternate method: A 3/16-in.-diameter flat-surface spindle may be used.

(G) Hand micrometers and hand gauges are not recognized as proper equipment for measurement of polyethylene film and sheet gauge (under SPI specification).

Heat sealability has been approved by the main committee after careful work done by the subcommittee under the chairmanship of Dr. Paul Moeller of Celanese.

The criteria for proper heat sealability are based upon the ratio of the tensile strength of heat-sealed film to the tensile strength of the film before heat scaling.

This is done by first measuring the tensile strength of the film and then producing a heat seal on a standard piece of equipment at 350 deg. F. The ratio of the heat-seal tensile strength to the film itself is then measured. With treated-to-treated film, this ratio must have a minimum coefficient of 0.6; treated-to-untreated also 0.6, and untreated-to-untreated 0.75.

Expressed in another manner, the heat-seal tensile strength shall be 60% when treated film is involved and 75% when untreated or as-extruded film is involved.

Tensile strength has been worked on by a subcommittee under the direction of Jules Pinsky of the Plax Corp. This quality has been approved also by the main committee and has been specified as follows:

Measurements shall be made according to ASTM-D882-52T with the tensile strength in the lengthwise direction to have a minimum of 1,700 psi and the tensile crosswise to be 1,200 psi. Elongation lengthwise shall be 250% minimum and 350% minimum crosswise.

Flatness has been worked on by the subcommittee

<sup>\*&</sup>quot;Yield" may be defined as the amount of area provided by a given weight of a specified gauge of film or sheets. For example, 1 lb. of 0.0010-in, polyethylene film will yield approximately 30,000 sq. in.



#### Olin Cellophane Makes The Successful Family

Robert Sidney Dickens, package designer, says: "With Olin Cellophane you can have your cake and eat it, too. You can have increased family brand identity for tie-in sales, plus stronger individuality and visibility that heightens appetite appeal for each item.

"Olin Cellophane offers the transparency that builds impulse sales because it displays the product appetizingly, while allowing labels to show. As a box overwrap, it adds attention-catching sparkle. Printed, its color brilliancy is outstanding. Such

versatility makes Olin Cellophane unexcelled as a packaging material to give products both individuality and strong family resemblance."

Robert Sidney Dickens illustrates the forward thinking of modern designers. Why not let an Olin Film packaging consultant help you or your de-

signer give your brand image new sales impact? Film Division, Olin Mathieson Chemical Corp., 655 Madison Avenue, New York 21, N. Y.



A Packaging Decision Can Change the Course of a Business

chaired by Charles M. Fields of the Shellmar-Betner Flexible Packaging Div. of Continental Can Co.

There are three methods of flatness measurement under investigation by this subcommittee at the present time. They include the Shellmar yieldstrength method. This method consists of measuring the yield strength of a plastic film on a tensile apparatus and then loading the film with an equivalent force to produce but not exceed that yield strength. A typical sample for such work is 26 in. long and 10 in, wide. Another method is that of Visking Corp., where a film is stretched taut at its edges and then observed for sag or droop. A maximum visual droop of 1/32 of an inch is allowed. A third method is that employed by the Plax Corp., where 1-in.-wide strips are cut from a 100 in. length of film. These strips are then individually measured for length and no strip can be more than 1% from the 100 in. length to allow the film to be considered

One of our most controversial areas has been in the measurement of shock-impact. This committee also has worked long hours under the chairmanship of William J. Kelleher of the Durethene Koppers Co. A great number of methods have been investigated, including a hydraulic burst test, the Air Force test of measuring the velocity of a steel ball after it has penetrated the film, the sand-bag method as outlined by Howard, a falling-ball method using soft balls by Visking and a falling ball with steel balls employed at Plax. In addition, bags have been filled with rubber balls, onions, potatoes, la crosse balls, ping pong balls, Coca Cola caps and almost everything that the American public uses or abuses. At the moment the committee seems to be veering toward using the dart method of Monsanto as a control point.

As an individual, I feel that it will be necessary to specify several tests in order to fulfill adequately the need for a shock-impact measurement. For example, I think it is necessary to employ both a discrete object such as a dart or a steel ball and a finely granulated loading mechanism such as powdered milk, flour or sand. The reason for this is that the area and force of loading with two such different materials is considerably different and in one case polyethylene often is cold oriented or stretched or improved when it is loaded by sand or a similar object. On the other hand, I feel that it is probably the very weak striation, die line or crease weakness that has caused most of our trouble and it is this quality which we should guard against most carefully. For that reason I am strongly biased toward the use of a test such as the Plax falling-ball test, which measures the impact strength fully across the width or around the circumference of a film.

This is done by dropping in succession steel balls at a diameter's distance across the entire width of the film.

We have had several chairmen of the ink adhesion subcommittee and the latest chairman is Frank A. Hamel, Jr., of Bensing Bros. & Deeney. I believe that the committee is making real progress at long last. Of course, one of the stumbling blocks for this committee has been the Scotch-tape test which has been used so often as a measure of treatment for polyethylene. You all know, too, I am sure, that there is a variation when Minnesota Mining Scotch tape is used and when Texcel tape is used.

There is a variation with humidity condition and there are large variations according to the method by which the tape is attached. At present, Mr. Hamel's committee is investigating three types of new tests and they are doing this with a view that they are sincerely prejudiced against the Scotchtape test and believe a better test is necessary and is at hand. The three tests are as follows:

- (a) Biological-stain test, developed by Olin;
- (b) Polytector time and distance test;
- (c) Spread-travel test for a carboxyl-methyl cellulose solution.

These tests are now being investigated and will be reported on later.

The last quality is *odor*. This committee has been chaired by J. E. Guillotte of E. I. du Pont de Nemours & Co., Inc.

The committee members have finally arrived at an understanding that no film shall have an objectionable odor. However, after much struggling in an attempt to set up proper odor standards, it was decided that an odor standard should be based on agreement between the seller and buyer, because what smells like ambrosia to a vendor of onions may have an underarm odor to a seller of cashmere

I am sure at this time that you realize that a great deal of hard, constructive work has gone on by many of the leading individuals and companies in the polyethylene industry. This has been done in a sincere effort to protect all our interests so that the consumer will use more and better polyethylene film. Again I would say that we are earnestly making efforts, in a spirit of compromise, to arrive at a specification by June, 1957, and I trust the converters will lend their support so that we may have a specification on the books to preclude the military and individual specifications which are not allembracing and often introduce qualities which do not improve the usage of the film, but which serve as a stumbling block to the successful commercial growth of the industry.



# America's Drum and Pail Manufacturers Are Serving Industry With Protection for Every Liquid Product

LAST YEAR, over \$300,000,000 was spent by the petroleum, chemical, food, drug, paint and other industries for the steel shipping containers that carry so many of America's finest products.

This huge investment is an expression of industry's confidence in the excellence of steel containers — the strong, well-constructed drums, pails and cans that are the finest protective packages. To protect their investment,

leading shippers are insisting that these quality packages be completed with quality closures. They are specifying "Tri-Sure" Closures" for drums, pails and cans—and giving the best protection they can buy, to the best products they can make.

When you order steel containers—from one gallon to 55 gallons—protect your investment in your product and your packages by specifying "Tri-Sure Closures."



"The "Tri-Sure" Trademark is a mark of reliability backed by over 35 years serving industry.

AMERICAN FLANGE & MANUFACTURING CO. INC., 30 ROCKEFELLER PLAZA, NEW YORK 20, N. Y.

CHICAGO, ILL. - MILES, OHIO - LINDEN, N. J.
Tri-Sure Products Limited, St. Catharines, Ontario, Canada

Tri-Sure S/A Indústria e Comércio, Sao Paulo, Brazil
American Flange & Manufacturing Co. Inc., Villawood, N.S.W., Australia

B. Van Leer N. V., Stadhouderskade 6, Amsterdam, Holland

Van Leer Industries, Ltd., Seymour House, 17 Waterloo Place, Pall Mail S.W. 1, London, England

CLOSURES

## Questions

& A Answers

This consultation service on packaging subjects is at your command. Simply address your questions to Technical Editor, Modern Packaging, 575 Madison Ave., New York 22, N. Y. Your name or other identification will not appear with any published answer.

#### Corroding foil-mounted paper

Q. We have been glue mounting aluminum foil to many kinds of paper and boxboard. Recently we mounted foil to a so-called flame-retarding paper and when the roll arrived at the customer's plant, it was severely pitted and corroded. Can you suggest what could have caused this corrosion and how it can be overcome?

A. Paper and paperboard are often flameproofed and made fire resistant by treatment with certain inorganic salts in water solution. Such salts commonly contain metallic or other chlorides. When an aqueous solution such as glue is used to laminate the foil to a flameproofed paper, the excess water or moisture probably redissolves or activates the deposited salts. If you had promptly and completely dried out this excess moisture, there would have been no resulting corrosion. However, if any excess of moisture remains in the paper when it is rolled up at the end of the combining operation, then corrosion will occur in a short time.

This type of flameproofing agent will always be a potential threat to starting corrosion on aluminum foil. Enough moisture could be absorbed in humid summer weather to start the corrosive action.

It is suggested that you obtain samples of flame-retardant papers that do not contain water-soluble chlorides or similar agents that would corrode aluminum.

#### Packaging scouring powder

Q. We are test marketing a new product which is a free-flowing, granular scouring compound. Because only a small amount is used each time, we packaged it in a metal can with a full-opening screw cover. However, this summer we found that the product became caked around and in the thread area before it reached the customer. Can you suggest an improved package or closure for this product?

A. First, this granular cleansing compound should be made with a uniformly low moisture content, since it appears to be somewhat hygroscopic. The granules stick together to form a cake when the moisture content is increased. The lower the initial moisture content, the longer will be the shelf life of any packaged product.

The package you have been using should be entirely satisfactory if a liner is added to the closure or a drum head added across the top of the can body.

The present unlined metal screw cap can be lined with a heavy waxed paper or plastic-paperboard liner at a low cost and this liner will greatly improve the moisture proofness of the package. Some can makers have facilities for adding a moisture proof paper drum head across the end of the can body. However, if this is done, it will be necessary for you to seam on the bottom of the container after filling. The liner in the cap also has the advantage of making a tight reclosure each time the package is used by the consumer.

#### Test for greaseproofness

Q. Our laboratory is developing a series of new products for home baking. These products will contain varying amounts and kinds of fats and oils. We would like to know how to decide if greaseproofness will be required for the packaging of each of these different products. Can you suggest some method of determining

A. It is important to be sure that any product in the time and temperature of its shelf and storage life does not cause grease staining of its package. A simple test is to place a pile of the product on a circle of laboratory filter paper. Place a small

weight of a few ounces on the top of the pile, press it down and place the assembly in a low-humidity oven at 100 deg. F. If the product stains the filter paper in its entire area of contact, then greaseproofness is required in the package.

For this type of product, you should also consider the use of paper and paperboard that have surface treatments to reduce the development of rancidity and off-flavors.

For further information on this subject, refer to the article, "Use of Anti-oxidant in Paperboard," p. 119 of the July, 1956, issue of MODERN PACKAGING.

#### Package for drying agent

Q. We package a granular drying agent in a paper bag with a polyethylene bag overslip. We notice that the paper bag often breaks and splits in normal handling. We would like to know how to make a more durable moisture proof package at similar costs. Have you any suggestions that might be helpful to us?

A. The breakage of your paper bag is due to excessive dehydration of the paper by the granular drying agent.

In this construction the moistureproofness is on the outer ply of polyethylene film and the paper loses its normal moisture content to the drying agent. When paper is excessively dried out it loses its strength qualities and becomes brittle.

It would solve your problem if the polyethylene bag were used inside a paper overslip, or if the inner ply of the paper bag were coated with polyethylene resin. These constructions would protect the drying agent from atmospheric moisture and the paper components would keep their normal moisture contents.

Under these conditions the paper would keep its strength and breakage should not occur.

## The EXTRAS offered by Du Pont CEL-O-SEAL bands mean EXTRA sales for you

#### WINES . SPIRITS . BEVERAGES

product, offers quality and prestige, wins featured displays and increased sales. Colorful "Cel-O-Seal" bands are custom-designed to complement your package, to meet your sales needs.





brand name . . . trademark . . . sales messages . . . suggested uses . . . flavor identification . . . dietetic information . . . merchandising tie-ins

#### **FOOD PRODUCTS**

EXTRA Eye Appeal means extra buy appeal in this era of self-selling food packages. Top of the bottle sales messages attract the shopper, offer proven merchandising advantages. Distinctive "Cel-O-Seal" bands dress up the package and act as a sanitary seal.







#### DRUGS . CHEMICALS . COSMETICS

EXTRA Quality Protection inspires confidence in your products. "Cel-O-Seal" bands guarantee laboratory-sealed purity, guard against substitution, tampering and spilling. Seals offer eyecatching family identification, provide extra space for special labeling requirements.



#### SPECIALTY USES

EXTRA flexibility makes Du Pont "Cel-O-Seal" bands ideal for specialty items, re-use containers, "deals," unusual closure problems on odd-size containers. Bands can be an attractive label or secondary closure—or both. They may be hand- or machine-applied.

Keep pace with today's packaging demands by capitalizing on the extras offered by "Cel-O-Seal" bands. Send us a labled container. Du Pont packaging specialists will band it, make recommendations, return it for your inspection. No charge, no obligation. Write, E. I. du Pont de Nemours & Co. (Inc.), "Cel-O-Seal" Section, 10414-A, Nemours Bldg., Wilmington 98, Del. "Cel-O-Seal" cellulose bands are also sold by Armstrong Cork Co., Lancaster, Pa.





OU POND

BETTER THINGS FOR BETTER LIVING

DU PONT CEL-O-SEAL BANDS



#### **Equipment and materials**

#### Vibratory feeder for small amounts

A miniature, electro-permanent magnetic vibratory feeder, designed for accurate feeding operations where relatively small amounts of materials are involved, has



been added to its Hi-Vi line by Eriez Mfg. Co., Erie 6, Called the FE 1/4 model, it operates directly off an AC line and requires no rectifier. Changes in the feed rate are regulated by remote control. Developed for use with packaging and weighing machines and

similar equipment, the FE ¼ can be supplied with feeder trays of various types—flat, tubular, half-round, V-shaped, etc. It can be used for such varied operations as feeding pills a single unit at a time, bagging and bottling, adding reagents to chemical systems, etc.

#### One-way cut-off register control

General Electric Co., Specialty Control Dept., Waynesboro, Va., has announced a new one-way cut-off register



control. cording to the company, the unit is lower in price, smaller in size and more dependable. Accessibility for faster maintenance is realized by using a swing-out front panel; operation controls are protected, but can be easily reached through an access door. Op-

eration under adverse ambient-light conditions is reported as greatly improved. Simplified design now makes changing from one color phototube to another quicker and easier, according to the company.

#### Sterilizable polyethylene bottle

A new type of polyethylene bottle for foods, pharmaceuticals and cosmetics that will stand steam sterilization has been announced by the Plastic Container Div., Continental Can Co., 100 E. 42 St., New York 17. According to the company, the new bottles are able to withstand sterilization at 250 deg. for 30 minutes. The Div. of Pharmacology, U. S. Food & Drug Admin-

istration, reportedly has stated that these polyethylene bottles are considered acceptable for use as containers for steam-sterilized or non-sterilized food, pharmaceutical and cosmetic products.

#### New flexographic printing press

Champlain Co., Inc., 88 Llewellyn Ave., Bloomfield, N.J., has developed a new stack design flexographic press with swing-out construction so that production



can be continued through some units while the down units are being set up for the next run. The fountain and plate-cylinder section can be independently rotated to separate it from the press for ease of color change or plate replacement. In order for this feature to be of maximum value,

the flexographic press must have a sufficient number of printing units. For example, a press with three color stations can print a two-color job and at the same time the third color unit can be washed and made ready for the next job. According to the company, this quick change-over on other than press time can provide great savings in time.

#### New label activator

A label activator that reportedly is capable of handling all shapes and sizes of labels has been added to

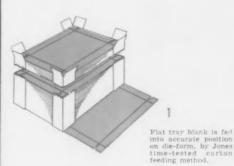


the Clamco line by Cleveland Lathe & Machine Co., 5400 Brookpark Rd., Cleveland 29, Ohio. According to the company, the activator can pace the output of any present register installation and it has an adjustable heat control with a 150-to-350deg. scope to activate labels for all types of

films and packages. It is available with a stand for any working height, without the stand (illustrated) for table top use, or it can be flush mounted in a table.

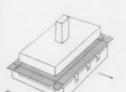
#### Foil-walled sack

A multiwall sack featuring aluminum foil laminated to kraft paper has been introduced as a standard part of its multiwall line by Hudson Pulp & Paper Corp., 477 Madison Ave., New York 22. Said to be low cost, the new sack is recommended for products requiring protection against moisture, odor and gases. According to the company, Foil-Wall has the lowest moisture permeability of any barrier yet devised, with a rate



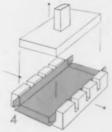
NOVA-MOTION TRAY PACKER

. another

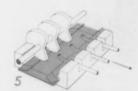


Each blank in its individ-

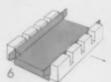




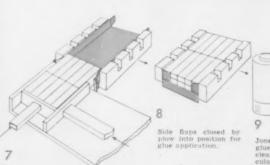
Tamp withdraws, leaving tray formed with true 90° side-walls.



At another station side-walls are broken approxi-mately 180° to assure minimum of side-wall bulge after tray leaves die-form.



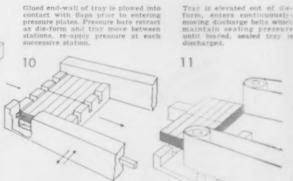
# . with 6 unique advantages



- Applies the standard Jones carton feeding method to tray handling.
- Pre-breaks earton side-walls 180° reducing tendency to bulge. This reduces waste at wrapping machines by presenting more uniform package to wrap.
- Longer sealing time under pressure than with other tray forming machines.



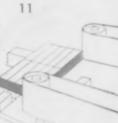
Jones trouble-free intaglio glue applicator is seraped clean of continuously circulating glue, retaining glue in hole pattern only. Tray flaps pressed against cylinder holes remove glue by suction and retain it in pattern of dots.

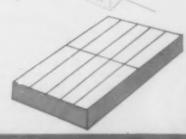


- Lowers cost by elimination of double sidewall travs.
- First and only machine to combine automatic tray forming with automatic loading of uniform shaped loads.

Thus it makes possible the adaptation of tray-type package to products now in cartons or overpack cartons.

Speed - approximately 60 trays per minute.





R. A. JONES & CO., INC. P. G. BOX 485, Cartoners - Case Packers - Soap Presses



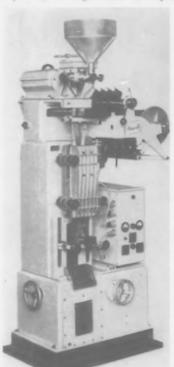
## **Equipment and materials**

[Continued from page 238]

of water-vapor transmission so slight as to be almost impossible to measure. In standard form, the Foil-Wall sack will have a sheet of 0.00035-in, foil laminated to 40-lb, kraft positioned between the inner and the outer plies.

#### Packet-forming machine from Germany

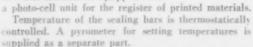
The Hansella 131, a new fully automatic packetforming, filling and closing machine recommended especially for tight seals with plastic-coated mate-



rials, developed Hansella-Werke Albert Henkel AG. Viersen Bez., Dusseldorf, Germany, now available in the United States through the Machinery Corp., Grand & Ruby Aves., Palisades Park, N. J. The machine four-side fin-seal packets from a reel of any heatsealable wrapping material either singly or in tandem and will handle ligmids. semi-liquids. powdery. granular or solgoods. pull-down is effected by the cut-off device. thus allowing the performance

of the cross seals through stationary sealing bars, a procedure which guarantees complete seals, especially when plastic-coated materials are used, according to the manufacturer. Material is fed from one reel only. When using the simplex sealing

device only one rotary knife divides the web into two widths which travel over a guide plate in such a manner that the interior surfaces of the two cut widths face each other on reaching the sealing station. In case of the duplex mechanism, the web is divided into four widths to make two packages simultaneously in the same manner. The machine is equipped with



Exact measuring of desired quantity per packet is

controlled by corresponding feeding devices—pump, auger or volumetric feed, depending on the nature of the product.

The machine will handle a wide variety of printed or unprinted heat-sealable films and film combinations—including MSAT cellophane; cellulose acetate/ Pliofilm, and polyethylene-coated films, aluminum foils or papers—in rolls up to 13½ in. wide with inner core 2¾ to 3 in. Packages produced range in size from 2 to 6 in. in length and 1½ to 6 in. in width, using the simplex device, or 2 to 6 in. in length and 1½ to 3 in. in width, using the duplex device. Speed averages about 60 packages per minute with the simplex device and 120 per minute for the duplex operation, depending on product and package size.

The machine is powered by a 3/4 h.p. motor, 220/440 volts, AC, three-phase, 60 cycle, 1,800 r.p.m., with gearless variable-speed transmission. The complete unit measures only 5 ft., 2 in. by 2 ft., 10 in. by 2 ft., 9 in. The height with pump feed is 6 ft., 9 in.

#### Additive to help activate tape glues



Derby Sealers, Inc., Derby, Conn., has announced a new wetting agent. Tape Squirt, to improve the sticking quality of tape glues. Particularly recommended for use in moisteners and tape dispensers, one or two squirts into the tank or water bottle of a dispenser will keep the brushes soft and pliable and will help the water soften even heavy glue concentrations, according to the company. The wetting agent also is said to help thin or weakened glue formulas make every inch of tape stick securely for sealing or packaging. One 8-oz. plastic squeeze bottle treats 75 to 100 gal.

of water and costs less than 4 cents a gal. of prepared solution, according to the company. Tape Squirt is said to be non-toxic, nonflammable and requires no pre-mixing.

#### New polyethylene drum closure

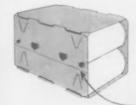
A new polyethylene closure for their L.C.C.2-S molded polyethylene drums has been developed by the Delaware Barrel & Drum Co., Inc., Box 1648, Wilmington 99, Del. It extends the life of the drum, according to

the company, because it eliminates the possibility of damage to the flange and threads, and it facilitates filling and emptying. Each drum has two flanges with heavy-duty internal buttress threads. Each



flange takes a 2-in, plug which is fitted with a pliable gasket to assure a leakproof seal. There is a 34-in. Why get "stuck" with glue when you buy multi-packs

# Save with $CLUSTER-PAK^*$ ... the self-locking carton that needs no glue to be world's strongest!



Of course you can glue Cluster-Pak cartons if you want to. In fact, when we invented Cluster-Pak, we provided for glue pots on our machines. Yet! Over 700 million cans have been packaged in Cluster-Pak since then. And not a single customer has ever used a single drop of glue! The reason? Cluster-Pak offers

the unequaled strength of famous Mead quality kraft combined with the world's only self-locking construction that requires no glue. So why pay for glue you neither want nor need? Instead, put your money in quality . . . and protect your products in Cluster-Pak. It's the strongest multi-pack carton ever made!

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# Atlanta Paper Company

Where Packaging is Advertising

ATLANTA PAPER COMPANY, ATLANTA 2, GA.



#### **Equipment and materials**

[Continued from page 240]

opening in the center of each 2-in. plug. Opening is molded with ¾-in. standard pipe threads to receive spigots, valves or pipes. A diaphragm seals the bottom of the ¾-in. opening, but is easily cut away for installing spigots, etc. A ¾-in. threaded plug seals this opening for shipment.

#### New flexographic ink pump



small pump has been added to their line of agitator pumping tems for flexographic ink by Graymills Corp., 3705 N. Lincoln Chicago 13. The new pump, #HR6-3025, is mounted in a brass container of 2qt. capacity. According to the company, the entire unit is compact enough to be mounted near the fountain on a bracket. It is powered with a sparkless 16s h.p. motor.

#### Industrial packaging machine

A fully automatic industrial packaging machine for single or multiple items up to 1½ in, thick is manufactured by Pak-Rapid, Inc., Elizabeth St., West Con-



shohocken, Pa. According to the company, it can use transparent films, barrier papers or foil laminations. Reportedly it removes air from within packages after they are formed and filled, and it inspects each

package for leakers, rejecting all defective packages. Other functions include pre-printing transparent or opaque packaging materials; producing flexible, hermetically sealed packages from roll stock; filling package with the correct number of items, and pre-counting complete packages.

#### Multiple liquid fillers

Four new models of bench-type multiple liquid fillers have been added to their 100 Series line by the Arthur Colton Co., 3400 E. Lafayette, Detroit 7, Mich. These fillers are equipped with a metering cylinder and valve

assembly provides accurate volumetric filling to within less than 1% variation, cording to the company. fillers are for glass or plastic bottles, jars or cans and are made in four standard models -Model 104A



with four filling nozzles (maximum fill of 4 fl. oz. per nozzle); Model 106A (illustrated) with six nozzles (4 fl. oz. per nozzle); Model 108A with eight nozzles (1.3 fl. oz. per nozzle); and Model 112A with 12 nozzles (0.32 fl. oz. per nozzle). Individual suction lines are provided for each filler assembly, thus enabling one color of liquid to be fed to all containers, or a different color to be fed to each container. Manifold nozzles are available for each of the models.

#### Light-weight cans for solids and semi-solids



A variety of light-weight, scamless cans for solid and semi-solid products is available from George D. Ellis & Sons, Inc., American & Luzerne Sts., Philadelphia 40. As is shown in the illustration, the LabelStik cans are available with plain white

labels or with labels printed in one color. The range in sizes is from ½ oz. to 16 oz.

#### Self-contained temperature stabilizer

A new method of keeping shipping packages at any temperature ranging from 40 to 120 deg. F. by means of a self-contained temperature stabilizer has been

announced for commercial use by Jet-Heet, Inc., Englewood, N.J. Called Transit-Heet, this temperature stabilizer is packed in I-qt., sealed cans and will always maintain a uniform temperature, according to the company. The specific temperature is set by varying the



formula and the chemical compound before it is packed in the sealed containers. According to the company, Supplying the constantly growing demand for plastic film



Hartig 2" extra long extruder

### HARTIG EXTRUDERS

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Whatever your production requirements in polyethylene lay-flat tubing, high impact styrene sheets for vacuum forming, or film for laminating, you will find the right extruder in Hartig's extensive line of machines. Hartig has been a recognized leader in plastics extrusion for over a quarter of a century.

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Extruders from 11/4" through 12" bore | L/D 15:1, 21:1, 24:1 and 30:1

Auxiliary equipment includes film and blown tubing dies, take-up units, pelletizers, polishing assemblies.

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copy of the new booklet describing the complete line of Hartig Extruders and auxiliary equipment.



## **Equipment and materials**

[Continued from page 242]

the temperature can be set to vary from extreme cold to high heat, even up to 600 deg., if needed. Each can is re-usable, but must be recharged after it is removed from its packing container. This is easily done, according to the company—in the summer, place it in a refrigerator; in the winter, place it in the oven.

### Washable, automatic weighing unit

Glengarry Processes, Inc., Bay Shore, N. Y., has announced the new, automatic Model B Weighing Unit

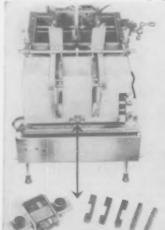


that reportedly eliminates the necessity of cleaning inaccessible mechanical components. The controls are housed in a remote-control box and electrical connection is made by means of water-tight connectors. Recommended for the food. pharmaceutical. chemical and other industries where contamination is a problem, the unit is capable of weighing a wide variety of dry products over an adjustable range from 1 oz. to 10 lb., at speeds up to 30 per min., according to the company, Model B is available in both single- and two-station models and it reportedly lends itself to automatic batching operations involving a series of machines.

Control equipment for programming these units is available from Glengarry Processes, Inc.

### Exterior coding attachment for bag sealer

A new code-dating attachment that can be assembled outside the machine has been developed for their jaw bag sealer by Amsco Packaging Machinery, Inc., 31-31 48 Ave.,



Island Long City, N.Y. The code-dater attachment consists of a type cage and a lock bar capable of holding five pieces of hardened steel type. The assembled type cage is secured with two hold screws to the upper sealing jaw which is milled to accommodate the cage. Amsco supplies

cage assemblies with each machine; therefore, code changing can be achieved with minimum interruption of production simply by removing one cage and replacing it with another pre-assembled cage. The change can be made while the sealing jaws of the machine are still hot.

### Attachment for printing cartons

A small, precision-built printing device for code dating, pricing, applying trademarks and printing ingred-

ients on cartons has been developed as an attachment on automatic packaging machinery by the American Marking Corp., 77 Lock St., Newark, N. J. C a 11 e d t h e American Mi-



cro-Printer Model 206, it incorporates flexographic press principles. The maximum imprint per revolution of plate cylinder is 1 in, wide by 6 in, long. Operation is by positive connection to a power source or by friction contact with the material to be printed.

### Liquid filler for small bottles

A portable, semi-automatic filling machine especially recommended for polyethylene containers is manu-



factured by the North American Electric Corp., 1713 S. Halsted St., Chicago 8. The new unit which takes only 2 sq. ft. of table space and sets up in a few minutes, reportedly is adjust-

able to any shape container with almost any size opening. The valve-spout assembly over the container opening moves up and down, and backward and forward. Fill is controllable to 1/60 of a second.

### New size plastic food container

A round, half-gallon size has been added to the Naltex line of polystyrene containers manufactured by Nalle Plastics, Inc., 108 W. Second St., Austin 1, Tex. It

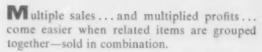
sells at paper prices, made possible by a new manufacturing process based on the old German Schlagpressen technique, according to the company. The new size is available in natural white—or in color at extra cost—as is



the company's full line of containers. Lids are available in red, yellow, blue or semi-transparent.

### Adhesive for cap liners

An adhesive for inserting cap liners into plastic or metal screw caps is announced by Polymer Industries,



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## **Equipment and materials**

[Continued from page 244]

Inc., Springdale, Conn. Known as Polybond M52-R4, the adhesive is reportedly odor-free on drying and is pH stable. It operates well on Johnson Liner or similar needle valve-controlled equipment, breaks short with no "stringers" and cleans up readily, according to the company.

### Locking rings secure squeeze-bottle plugs



To prevent the plug from popping out of plastic squeeze bottles during use, Imco Container Corp., 75 and Cleveland Sts., Kansas City, Mo., has developed, in cooperation with The Mennen Co., an interlocking ring design. A convex ring molded onto the plug fits into the concave ring in the neck of the bottle. These interlocking rings provide a positive seal and hold the plug in place throughout the life of the container, according to the company. The accompanying illustration shows (1) the concave ring in-

side the bottle neck, (2) how the convex ring molded in the plug fits into the ring and (3) the completed assembly.

### Polystyrene lids for cheese containers

Rigid, clear, polystyrene lids, made in one size to fit both the 1- and 2-lb. sizes of their cottage-cheese con-



tainers, have been announced by Continental Can Co.. Paper Container Div., 100 E. 42 St., New York 17. Eight inner lugs on the lid permit easy separation and enable it to be used on convention-

al, automatic filling and capping equipment, according to the company. Continental can print the lids in one or two colors.

### Label-printing machine

A typewriter-sized machine for printing product and content identification labels has been announced by Weber Marking Systems, Div. of Weber Addressing Machine Co., Inc., 215 E. Prospect Ave., Mount Prospect, Ill. The unit, called the Weber Dual-80, prints from both rubber mats and stencils. According to the company, it converts from one printing method to another in seconds.

### Polyester resin tape

A thermoplastic polyester resin tape, known as GT Tape, for heat sealing Du Pont's Mylar polyester film and a wide range of other materials, has been announced by G. T. Schjeldahl Co., Medical Arts Bldg.,

Northfield, Minn. GT Tape is also recommended for laminating polyester films, wood, paper, glass, fabrics, asbestos, metals and leather in various combinations. It is available in three types—as a polyester resin tape (without Mylar backing); with Mylar backing, coated on one side with resin adhesive; or, with Mylar sandwiched between two coatings of adhesive. It is supplied in a wide range of widths and gauges, and adhesive coatings are available in various thicknesses.

### New multi-track feeder

A four-channel feeder has been added to the Feed-A-Matic line of high-speed feeders manufactured by U.S. Engineering Co., 40-24 22 St., Long Island City 1, N.Y.



The Feed-A-Matic line is designed to feed and count a wide range of products. bouillion cubes to hardware. the multi-channel discharge track, a proportionately greater rate of feeding can be obtained. In addition, the multichannel feeder can be used to feed into several machines simultaneously, or into two or more throats of a bagforming machine

at the same time. When two channels are used with the Feed-A-Matic, the versatility can usually be retained. However, when three or more discharge channels are required, the machine generally becomes a single-purpose unit, according to the company. The illustration shows a Feed-A-Matic set up to feed four rows of studs.

### Imported cookie or candy jar

The I.D. Co., 150 Spring St., New York, distributor for the Metal Box Co., Ltd., London, England, offers the imported "Denham Jar." This handsomely decorated metal container is recommended for gift packaging cookies or candies.

The background of this Baret Ware container is burgundy and its decorative design has an intricate pattern of gold filigree

work, matched by a gold-colored knob on the lid. Dimensions of the box are 4 3/26 by 4 3/16 by 4 5/8 in.



### Adhesives for varied bonding needs

Adhesives for carry cartons, cases, tube-winding products, foil overwraps, kraft-bag seams, window boxes, straight-line and right-angle adhesion, and greaseproof coating have been announced by Armour & Co., Ad-

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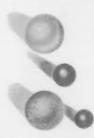
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Molded plastic closures in all stock sizes are available for fast delivery from regular stocks in reasonable quantities. A wide selection of decorative designs assure a "custom look" at the cost of an economical standard seal.

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Call on Mack packaging technicians for new ideas in special packaging. Custom packaging by Mack has given a "sales assist" to countless successful promotions. Consult Mack on your custom packaging and closures requirements, now! Call or write for samples and prices, today!

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Other Plants at ARLINGTON, VERMONT CANADA





### **Equipment and materials**

[Continued from page 246]

hesive Div., 1355 W. 31 St., Chicago 9. Called the Seban line, these resin-emulsion adhesives are sold in 5-, 15-, 30- and 55-gal, containers.

### Improved multiple-packaging system

A new high-speed multiple can-packaging system that is simpler, more economical and more versatile than conventional systems and requires less floor space has



been announced by the Robert Gair Div. of Continental Can Co., 100 E. 42 St., New York, The new Jak-Et-Pak system employs an automatic packaging machine and a low-cost carrier carton which wraps around the cans from the top down and not only glues, but also locks on the bottom. This method of wrapping enables the carriers to package not only flap-topped, but also crown-top and spout-top cans. The machine handles cans ranging in height from 25% to 734 in. and in diameter from 21/8 to 33/4 in.-dimensions that cover the full range of commonly used can sizes from small frozen orange-juice cans to quart beer cans. The machine can be adjusted in as little as 10 min, to shift from one can height to another, the company reports. Accessories will be available for changing from one diameter to another. It can package any number of cans, preferably two abreast, up to the capacity of the 241/2-by-107/8-in. blank.

### New hot roll-leaf imprinter

A new attachment for imprinting bags and wraps for bacon, fish, bakery products, frozen foods, hosiery, underwear and other products has been developed



for bag-making machines by the Industrial Marking Equipment Co., Inc., 454 Baltic St., Brooklyn 17. The Transfer Leaf Printer #S-90 was de-

signed for automatically marking, dating or coding on polyethylene, Pliofilm, cellophane, waxed paper, glassine, foil, tissue and similar materials that take hot roll-leaf impressions.

### Pressure-sensitive cloth

General Plastics Corp., 165 Third Ave., Paterson, N.J., has announced a pressure-adhesive backing for Teflon impregnated glass fabric. The adhesive back is protected by a strippable paper. According to the company, the anti-stick qualities of Teflon can now be applied to guides, slides, chutes, rails and other equipment hampered by sticking and build-up.

### Promotional 'dairy-month' wrap

"June is dairyland's Golden month" is the legend on the new, three-color butter wrappers offered by Pater-

son Parchment Paper Co., Bristol, Pa. The wrapper is made of Patapar Vegetable Parchment 27 which has excellent grease resistance and high wet strength, according to the company. Another feature of this year's 8 by 11-in.



wrap for 1 lb, of butter is a pound-cake recipe printed on a side panel. If desired, the name and address of the creamery can also be imprinted on the wrap.

### **Dual-pump liquid filler**

A new liquid-filling machine provided with dual pumps for filling two containers at a time has been announced by the Kahlenberg Globe Equipment Co., P.O. Box 3636, Sarasota, Fla.

The compact machine is low cost, according to the company, and is recommended for the filling of vials, flacons, ampoules and other containers with small openings or long necks. The machine features filling orfices which lower into the containers and eliminate wet necks.

It is reported by the manufacturer that the new machine provides accurate fills at extremely high rates of speed.



### Gold-colored decorative tape

A new "gold" tape said to be adaptable both as a functional and decorative material for hinges on cartons and display boxes, or as labels and ribbon for quality packaging has been announced by Minnesota Mining & Mfg. Co., 900 Fauquier St., St. Paul 6, Minn. This new "Scotch" brand gold polyester film tape No. 850 has high metallic lustre and can be cleaned like any polished metal, according to the company. It is reportedly a tough, flexible material with excellent tear resistance and is resistant to corrosion and abrasion. Tensile strength is 21 lb. per in. of width, elongation at break is 110% and the tape has an adhesion of 35 oz. per in. of width.

### Loader-unloader equipment

New pallet loader-unloader equipment combinations for stacking or unloading cartons, bottles and barrels have recently been introduced by Food Machinery &

four product will lead the packaging parade

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As for strength, LusterBoard possesses maximum sturdiness that surpasses the strength of ordinary boxboards two to four points heavier. We can send you convincing data to substantiate this statement.

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For additional information, sample boxes and demonstration pieces, ask LusterBoard headquarters: S. D. Warren Company, 89 Broad Street, Boston 1, Mass.





WARREN'S Tuster Board

Lift and note the new white back.



### **Equipment** and materials

[Continued from page 248]

Chemical Corp., Packaging Equipment Div., 3075 14 St., Riverside, Calif. Two of the newest units in the FMC line are: (1) an automatic pallet dispenser which reportedly dispenses up to three pallets per minute and, on the average, needs to be recharged with empty pallets only about three times per hour and (2) an automatic barrel loader which loads four 30- or 55-gal. drums at the rate of up to 6.3 drums per minute.

### Multiple-purpose net weigher

A versatile, precision net weigher designed to handle a variety of products, weights and types of packages with minimum change-over time has been announced



by Wright Machinery Co., subsidiary of Sperry Rand Corp., Durham, N.C. Called the Wright Junior Weigher, it is recommended for manufacturers whose production of any one item does not justify a singlepurpose machine or whose variety of products and packages can only be handled by multiple purpose equipment. The machine automatically

weighs and fills a variety of free-flowing and semifree-flowing products into bags, boxes, jars or cans. Its weight range is from ½ to 16 oz. Operating speed is up to 20 per minute,

### Platen and cylinder press

Heidelberg Eastern, Inc., 73-45 Woodhaven Blvd., Glendale, N.Y., has introduced a platen and cylinder press. It is claimed that the cylinder, which is 21 in.



in diameter, remains absolutely rigid and free from deflection under all conditions of operation. The cylinder journal boxes are locked during both the printing and return stroke. They are not lifted and lowered as

in the case of two-revolution presses, nor is the cylinder brought to a rest as in stop-cylinder designs. The control of the ink fountain from 0 to 3½ in, reportedly can be adjusted to exact requirements of each

job. The feeder of the Heidelberg cylinder is preloading. When the sheet is taken from the feeder it is controlled by grippers at all times. The transfer device allows register at a stand-still position and register cannot be affected by varying speed. According to the company, neither the grippers nor the delivery mechanism ever needs adjustment, whether stock is cardboard or tissue. Throughout the entire printing stroke, it is said, bed and cylinder are perfectly synchronized.

### New package tying machine

A new tying machine that reportedly will band hard, rigid packages, boxes, or soft goods, has been developed by Chicago Printed String Co., 2300 Logan Blvd., Chicago 47. According to the company, its flat, nonwoven cotton and rayon tapes are particularly suited to the machine. As shown in the illustration, the new unit. operated by foot pedal. is available with wheels for easy transference from one part of the plant to another and the tving table is at a comfortable height for the operator.



### New polyethylene laminator

A polyethylene laminator designed for use on web widths to 48 in, has been announced by the Black-Clawson Co., Inc., Dilts Machine Works Div., 46 N. First St., Fulton, N.Y. The new Model PLL features



the unwind and laminator on a roll-away integral base which employs jacks to raise or lower the laminating rolls to the correct distance from the extruder die. The winder is a Dilts Model 20 two-arm rotatable reel for continuous operation. It is in a fixed position and can be used as well for winding blown or sheet film when used with other take-offs, according to the company.

### Label activator to speed application

An electrical label activator designed to speed application of labels to cellophane and polyethylene pack-

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**Functional** or Protective

Base for printing
(both lacquered and wash coated available)

Food Packaging

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Transparent — Opaque — Colored Clear — High Gloss Semi-gloss — Flat

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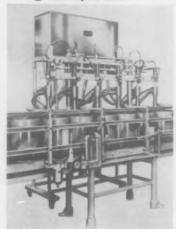


### **Equipment and materials**

[Continued from page 250]

ages is now part of the Stock Products Line of The Dobeckmun Co., P.O. Box 6417, Cleveland 1, Ohio. In use, both hands of the operator are free to hold the package so that the label is positioned easily. The activator measures 8½ by 5 by 6 in. It may be placed on a table or mounted on an adjustable stand.

### Five-gallon liquid filler



A semi-automatic 5-gal. filler in a choice of vacuum or gravity feed has been added to the line of liquid-filling machines at the MRM Co., Inc., 191 Berry St., Brooklyn The machine has a double-strand chain conveyor with adjustable side rails. Glass or metal containers come to a definite stop in front of the fill-

ing station, which centers each container under a filling head. Filling spouts are designed to handle a wide variety of materials ranging from normal liquids to foamy products such as detergents and waxes. Illustrated is a six-spout filler, but the machine is also available with from four to 10 spouts.

### Unit opens, forms, fills and seals cases

A new unit which performs four operations automatically it opens and forms the cartons. accumulates the contents. inserts them into the case and then seals the package-has been designed by the Schroeder Machines Corp., Box 1123, Syracuse, N.Y. The Quadnumatic, which is custom built to specification, is pneumatically



operated. According to the company, it is now being used for packing canned milk, powdered milk, cereal cartons, household foil and waxed paper, catalogs, cans of paint, spark plugs, frozen-food packages, light bulbs and cigarettes, among other applications.

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containers
move
more
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products



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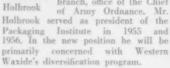
Lancaster, Ohio

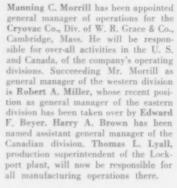
### Plants and people

At the Crown Zellerbach Corp., San Francisco, George S. Runyan has been elected vice president for general paper sales and David J. Benjamin has been made vice president for the Western-Waxide Specialty Packaging Div. Edward P. Partland has been promoted to assistant vice president for general paper sales, while William J. Zellerbach has become assistant vice president for marketing services, Philip S. Ehrlich, Jr., is now assistant secretary. Mr. Runyan succeeds G. J. Ticoulat, who was elected senior vice president.

Herbert T. Holbrook has been appointed special assistant to Mr. Benjamin, vice president in charge of the

Western-Waxide Specialty Packaging Division in San Leandro, Calif. Mr. Holbrook was formerly vice president and general manager of the Flex-Vac Div., Standard Packaging Corp. During the war he was assistant chief, packaging branch, office of the Chief





Kaiser Aluminum & Chemical Corp., Oakland, Calif., have opened a new \$200-million aluminum production center in the Ohio River valley at Ravenswood, W. Va. Two plants are consolidated there; a rolling mill with an eventual capacity of 169,150 tons of fabricated products and a reduction plant with an annual production of 125,000 tons of primary aluminum. Primary aluminum and sheet, plate and foil will be produced at Ravenswood.

Eastman Chemical Products, Inc., Kingsport, Tenn., a subsidiary of Eastman Kodak Co., reports the installation of additional manufacturing facilities for the production of Tenite polyethylene at the Longview, Tex., plant of Texas Eastman Co. Improved facilities are in effect at Tennessee Eastman Co. in Kingsport for processing and compounding special formulations of Tenite, employing basic resin from the Texas plant. Eastman Chemical markets products of both the Texas and Tennessee plants.

John P. Holmes, vice president of the Celanese Corp. of America, New York,

has been assigned to direct the firm's foreign operations. He has also been appointed president of three company subsidiaries, the Celanese International Corp., Ameel Co., Inc., and Pan Ameel Co., Inc., A new 40-million-pounda-year plant for making

Holmes polyolefin resins has gone into production at Houston, Tex. Forti-flex, a new low-pressure polyethylene resin, will be produced there. It is made under license from Phillips Petroleum Co. Possible applications suggested for



the resin are in the manufacture of bottles, packaging film, housewares, toys, etc. The plant's entire production will be shipped in molding pellet form.

A new package-design group has been set up at Ekco-Alcoa Containers Inc., Wheeling, Ill., under the direction of Hayward R. Blake. In the sales development department, Herbert Hahm has been named mechanical packaging engineer and Tom Carter is to serve as food technologist. The new appointments are aimed at increasing the company's service facilities in the design and use of rigid aluminum foil containers.

F. B. Newcomb has been elected vice president in charge of the central divi-



Newcomb May

sion of American Can Co., New York. He succeeds L. W. Graaskamp, who has retired as vice president and a director, but who will continue to serve

the company as a consultant. Mr. Newcomb had been Chicago district sales manager before becoming manager of central division sales. William F. May has been appointed manager of manufacture for the central division. He was manager of the non-food container division. The company has begun constructing its new plant in San Antonio, Tex., which will make cans for beer and food products.

At West Virginia Pulp & Paper Co., New York, David L. Luke, III, has been elected executive vice president in charge of commercial activities. J. T. Walker is now vice president for engineering and research.

J. Hugh Bolton, president of Whitin Machine Works, has been elected a director of American Type Founders, Inc., Elizabeth, N. J.



Smith

Burton C, Smith has been appointed director of publicity for the Glassine & Greaseproof Mfrs. Assn. Mr. Smith, former assistant advertising manager for the Riegel Paper Corp., replaces Robert D, Handley, who has resigned to join the Schlegel Lithographing Corp.

E. S. Brockney has been named assistant sales manager for Polyflex 100 film and sheeting in the Plastics Div. of Monsanto Chemical Co., Springfield, Mass. He will be responsible for the division's program to develop and expand sales of Polyflex 100, which was recently added to its line through a distributorship agreement with the Plax Corp. At the same time selected salesmen in each of the division districts have been assigned to handle Polyflex. A technical service program to support the sales effort has been undertaken.

Monsanto Chemical and St. Regis Paper Co. are considering production and market possibilities for a recently developed foamed styrene-and-paper "sandwich" material. Known as Fomecore board, it consists of a core of stiff foamed styrene plastic with a sheet of kraft paper on either side. It retains high compression strength in humidity, according to the company, and provides good insulation qualities. The two companies will combine technical and marketing knowledge to develop packaging uses for the new material.

Manufacturing and sales activities of the former Robert Gair Co. and those of the Continental Can Co.'s fibre drum and paperboard divisions are combined in the new Robert Gair Div. of Continental Can Co., Inc., New York. George E. Dyke, vice president of Continental, is serving as head of the division for the present, assisted by Raymond F. DeVoe. Peter P. Wojtul is in charge of the new division's fibre drum and corrugated box operations as vice president and general manager. Norman F. Greenway, formerly a senior

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### BOOTH 646

- No. CK-100 Unbreakable Polyethyelene HAT BOX Stunning, waterproof carrying case. Perfect for the beach, for travel, for shapping. Odorless, alcohol and perfume proof. Easily cleaned in hot water. Available in two sizes; 8" dia.,  $3\frac{1}{2}$ " deep and 5" dia.,  $2\frac{1}{2}$ " deep. With or without polyethylone squeeze bottles.
  - No. CP-5 Unbreakable Polyethylene COS-METIC KIT The perfect travel accessory. Details as No. CK-100.
    Also available without small bettles and jors.
  - No. LT-3 Filagree 2-Tier JEWEL BOX Low cost pourlized plastic lowel box. Exquisite lace filagree cover. Extra brass-hinged swinging tray. In pastel celors. Size: 71/4" x 51/4" x
  - No. 51 Jeweled Tone Transparent HAND-BAG The current style feverite. Women line them with handkerchiefs to match their scorfs or bondannes. Snep-lock hinges. Also available in two-tone combinations In many colors.

Send for Re-Use Packaging Catalog E containing any other attractive items such as Candy Dishes, Trays, etc, as well as variations of the illustrated

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### Plants and people

vice president with Gair, is vice president and general manager in charge of boxboard and folding carton production. William T. May, Jr., is assisting Mr. Wojtul. J. C. Hendricks, sales manager of folding cartons, has transferred his headquarters from Chicago to New York, while Charles A. Colbert, western sales manager, will now locate at the Elkhart, Ind., plant. John L. Bergin has been named special sales representative for the carbonated beverage carrier department. Homer L. Humble has joined the industrial and community relations department. Vernon B, Bodenheimer has joined the engineering staff of the Greenville, N. C., office.

William A. Mitchell, president of Central Trust Co., Cincinnati, Ohio, has been elected to the board of directors of National Starch Products, Inc., New York. Jerome Stern and Charles J. Steed. Jr., have been promoted to sales supervisors for the resin division in the







Mitchell

Stern

Steed

east and midwest, respectively. Mr. Stern will operate from the Plainfield, N. J., office. Mr. Steed will continue to headquarter in Chicago,

National Adhesives, Ltd., the English affiliate of National Starch, is erecting a polymerization plant at Slough, England. Slated to commence operations this month, the new facility will produce polymers of vinyl acetate for use in the packaging, paper, textile, coating and paint fields.



Harold E. Wright has been elected vice president of sales at Gardner Board & Carton Co., Middle-town, Ohio. Mr. Wright comes to the company from Champion Paper & Fibre Co., where he was sales manager for their food packaging papers. Mr. Wright fills a position

which has been vacant since Colin Gardner was elected president in 1954.

Latchford Glass Co., Los Angeles, announces the merger of its two subsidiaries, Latchford-Marble Package & Supply Co. and Latchford-Marble Container & Supply Co., which have combined to form the Latchford Package Co. The parent firm has completed construction of additional warehouse space to handle



Whether your packaging needs involve added protection, or improved selling power, or lower costs...or a combination of these...you'll do well to let Bemis packaging engineers have a try at a solution.

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Plastics Engineers, whose specialty is packages that sell and protect at amazingly low packaging cost.

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### Plants and people

increasing stock. Phil Robinson has been appointed to the newly created post of plant superintendent under Jack Pettker, vice president.

Leon Settles, formerly assistant mill manager of the Walloomsac, N. Y., division of Columbia Box Board Mills, Inc., Chatham, N. Y., has been appointed assistant to the president. He will be principally concerned with production planning and will locate at the main office.

The company has appointed Robert Wolfe as assistant to the sales manager, in which position he will coordinate field,



Wolfe

Goodwin

Glass & Clos-

ure Div. of

Armstrong

Cork Co., Lancaster, Pa., has been an-

Horning, who

nounced.

Mr.

office and sales functions. Charles Goodwin has been named director of sales for the eastern New England division. Kenneth Smalley has been assigned as sales representative of the same division. In the New York-New Jersey area, the company's first direct sales representative will be Charles H. Howarth.

Robert R. Howarth, Columbia Box Board's executive vice president, has been named chairman of the Eastern Div. of the National Paperboard Assn.

George T. Kern has been named assistant to the general manager of the box divisions group of Central Fibre Products Co., Quincy, Ill.

The retirement of Roy A. Horning, assistant general manager and production manager of the



Horning Hetzel

joined the company in 1914, is retiring after 42 years service. He is succeeded as assistant general manager by Roger H. Hetzel, who will retain his present responsibilities as general sales manager. W. W. Pedrick, III. manager of the Millville, N. J., plant, will replace Mr. Horning as production manager in the division. Roger F. Scott takes over as manager at Millville. His former position as assistant manager will be filled by Walter W. Sheridan.

Glass-container manufacturing operations at the company's Millville, N. J.,





## One-man versatile OLIVER saves your packaging dollars



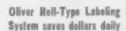




The Oliver handles a wide range of package sizes. Its one-man operation and quick-adjustability speed production. The Oliver wraps many products: paper specialties, textiles, baked goods, meats, and products only remotely similar. It wraps them neatly, securely and rapidly. Using modern wrapping materials it heat-seals or glue-seals your package for utmost protection. A colorful diecut label can be heat-sealed to package. Infeed conveyors in various lengths. An electric eye registers printed wrappers. Choose from 8 models-speeds up to 50 a minute. Even with short runs and frequent changes, down-time is low. Write for details,

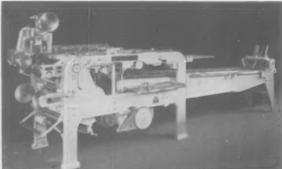






Automatic Labeler heat seals a roll-type label (printed by Oliver) to the wrapper. Label can be imprinted with essential information just before it is applied. Imprint items changeable in a few seconds. Labeler—with or without Imprinter—can be attached to other makes of wrapping machines. Get all the facts.

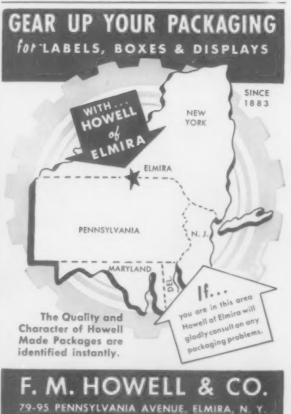




Oliver Machinery Company Grand Rapids 4, Michigan OLIVER Wrapping Machine

with Roll-Type Labeling System





## Plants and people

and Dunkirk, Ind., plants will be expanded to include new warehousing and shipping facilities,

Fifteen representatives of the Mexican lithographic industry were recently taken on a tour of the Consolidated Lithographing Corp.'s plant at Carle Place, Long Island, N. Y., as part of a five-week study trip in the U. S.





Stuart Douglass

been elected vice presidents of National Can Corp., Chicago. Mr. Stuart's responsibilities

Robert Stuart

and Wesley H. Douglass have

staff and administration, while Mr. Douglass will be concerned with manufacturing and production. Mr. Stuart was an officer of Cans, Inc., when that company was acquired by National in 1953. Mr. Douglass came to the company in 1954 from Continental Can Co. National plans to establish a new can-manufacturing plant at Green Bay, Wis., to produce food containers.

Hudson Sharp Machine Co., Green Bay, Wis., has appointed Kenneth E. Olsen to represent its Campbell Wrapper sales engineering department in Illinois, Iowa, Kansas, Missouri and Nebraska. He will work from the company's new office at 5 N. Wabash Ave., Chicago.

Pennsylvania Salt Mfg. Co., Philadelphia, has announced completion of a major plant addition at its Calvert City. Ky., works, marking the introduction of the company's new line of Isotron aerosol propellents and refrigerant gases. A second Isotron unit is now under construction, scheduled for completion later in the year. Both projects are part of a \$55-million expansion program. nation-wide marketing team of Pennsalt salesmen and manufacturer's agents has been developed to handle sales of the products to contract and private label fillers in the aerosol industry. A salesservice laboratory will provide the technical assistance required.

R. B. Turner, former plant manager at Ashtabula, Ohio, is now division sales manager for the Middletown, Ohio; Detroit, Mich.; Erie, Pa., and Ashtabula, Ohio, districts of Inland Container Corp., Indianapolis, Ind. F. D. McGovern has been promoted to division sales manager for the New York and Biglerville, Pa., district and will be assited by H. M. Humphreys. W. C. Akers is now plant sales manager at

Middletown, Ohio, while J. V. Williams succeeds him as assistant plant sales manager at Middletown. K. W. Hall has been named plant sales manager at Ashtabula and is replaced as assistant plant sales manager at Erie by W. J. Baerresen, D. E. Powers is now assistant plant sales manager at Indianapolis, J. F. Smith has advanced from package engineer to district sales manager of the Columbus, Ohio, district.

Victor Muscat, president of Victor Metal Products Corp. and chairman of the board of Aluminum & Chemical Corp., both of Newport, Ark., has received the first annual Governor's Industrial Award of the State of Arkansas from Secretary of Commerce Sinclair Weeks. The award was granted in recognition of his contributions to the economy and welfare of the state and to the aluminum industry.

A new firm of industrial consultants has been formed. Headed by George T. Bayley and John B. Calkin, the new organization will be known as Calkin & Bayley, Inc., and will locate at 50 E. 41 St., New York. Other officers of the corporation are Robert Frank and John L. Parsons, vice presidents.

W. S. Shamban & Co., Culver City, Calif., announce the opening of a new plant at Fort Wayne, Ind., as part of an expansion program which also includes enlargement of the Culver City plant.



Tuttas Fox

has been appointed director of sales for Crown Cork & Seal Co., Inc., Baltimore, Md. Mr. Tuttas, formerly division manager of sales for the

crown and closure division, will make his headquarters in Baltimore. William R. Fox has been appointed manager of sales for the crown and closure division. Mr. Fox, formerly manager of field sales for the division, will also headquarter in Baltimore.

Frederick W. Gander has been appointed director of the Du Pont Co.'s Yerkes Research Laboratory, Buffalo, N. Y. He succeeds Dr. Clement W. Theobald, who has been named assistant director of research in the fabrics and finishes department at company headquarters in Wilmington, Del.

Dow Chemical Co., Midland, Mich., announces the appointment of three new distributors for its Styrofoam. In Florida, the Soule Co., Tampa; in Georgia, [Continued on page 265]





POSTAGE: 87¢ (8th zone). Conventional container and protective wadding make package bulky, unattractive, costly to load and mail.

POSTAGE: 69¢ (8th zone). Specially designed Miller Box uses styrofoam protection, saves 50% in bulk. Far easier to load!

designers and manufacturers of set-up paper boxes

## LENOX CHINA scales down mailing cost with a

## MILLER BOX!



Once again, ingenious design in a set-up paper box makes news... by decreasing distribution costs and improving the appearance of the finished product.

Lenox Inc., fine china manufacturer of Trenton, N. J., produces an unusual pepper mill set which has become a favorite business gift. The china boxes are mailed to individuals direct from the Lenox plant. Previously, Lenox used a shipping container 11" long, 8" wide and 7" deep . . . with shredded newspaper to protect the contents. But this made a bulky package . . . costly to mail and awkward to open.

Lenox asked Miller for a suggestion. The result, now in routine use, is shown here. Measuring only  $8\frac{1}{2}$ " x 8" x  $4\frac{1}{2}$ ", the new Miller Box cradles the pepper mill in protective styrofoam; offers important savings in time and labor of packaging; saves up to 18c each in postage; and carries the gift safely to its destination.

And what an improvement in appearance when the package is opened!

Whether your packaging problem involves mailing and shipping factors, retail display advantages, or specialized protection of contents, you can benefit from Miller's design ingenuity. Let us know your objectives and ask for our suggestions.

WALTER P. MILLER COMPANY, INC.

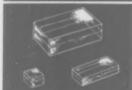
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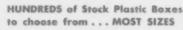
### Harkin

## Plastic Molded Boxes Stop Buyers in their Tracks...

Manufacturers, importers and jobbers from all over the nation report Record Sales chalked up by these dramatic plastic boxes.







NO MOLD CHARGE for Special Boxes. Custom-made boxes made to meet your specific requirements without mold charges. Send us your product for a model, at no obligation.

PRICED LOWER THAN MOST OTHER BOXES. Because of Markin mass production and know-how as box specialists.

STIMULATE YOUR PROMOTION. Give your sales program a new lease an life with these plastic molded boxes. They're re-usable. Their beauty puts your item in the gift category. The fact that your product is always visible and dust proof cuts handling damage to a minimum



ORCHID-9%" x 7%" x 1% Gold orchid on clear or pearlized cover



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Psychiatry helps if your problem's mental, you see your Dentist if the trouble's dental BUT . . .

if it's in the ink, you run on your press . . . call McCutcheon and avoid a mess . . . 'cause

### Mc CUTCHEON Thinks in ink

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Monafocturers of Fine Printing Inks
2653 N. REESE ST., PHILADELPHIA 33, PA.

BRANCHES
ST. LOUIS BUFFALO & ROCHESTER

### Plants and people

[Continued from page 261]

Alabama and the Carolinas, the Badham Sales Co., Atlanta; and in Mon-tana and north Wyoming, the James A. Madden Co. of Billings, Mont.

Dr. Kenneth A. Arnold, technical director of the Central Technical Dept., has been transferred to the New York office of the St. Regis Paper Co., New York.

The Gummed Products Co., Troy, Ohio, a St. Regis subsidiary, has appointed John J. Pardy to assist R. A. Gardner, manager of the firm's Lami-nating & Specialty Div.

Thomas F. Cass, William F. Hooker, Frank G. Jones and David R. Riggs



have been elected vice presidents of Container Corp. of America, Chicago. Clarence H. Seeley has been appointed secretary of the company,

Mr. Cass will supervise folding-carton and boxboard operations on the West Coast, while Mr. Hooker will manage the firm's European interests, Both Mr. Cass and Mr.



Riggs

Hooker with the California Con-tainer Corp., Container Corp. subsidiary. Mr. Jones' duties will now include direction of the

company's shipping container and boxboard plant at Ogden Ave., Chicago, and a new corrugated container factory being constructed at Dolton, Ill. Mr. Riggs will be responsible for three shipping-container plants and a paperboard mill.

Stanley L, Oberg has been named division general manager of Container Corp.'s plants in Fort Worth, Tex.; Muskogee, Okla.; Rock Island, Ill., and Sioux City, Iowa. E. W. Travis is now special representative to the southwestern ice-cream industry.

A new office and war house has been established at 207 Queens Quay West, Toronto, by Morningstar-Paisley of Canada, Ltd., a subsidiary of Morningstar, Nicol, Inc., and Paisley Products. Inc. Robin T. Hazel is sales and service representative.

Jerry Lauren will be a sales representative in the Chicago office of The Dobeckmun Co., Cleveland, Ohio. Donald Gramling has been assigned

## SEE THEM IN ACTION!

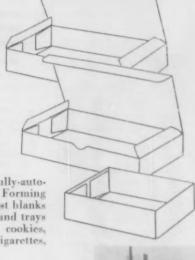


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At cost-cutting high speeds, the fully-automatic Model SG Carton and Tray Forming and Gluing Machine converts low cost blanks into perfectly shaped glued cartons and trays for packaging many products . . . cookies, crackers, confections, frozen foods, cigarettes, fruits, vegetables and others.

### Introducing the New Model P-O Carton and Tray Forming and Gluing Machine

Peters newest machine . . . designed to form and glue cartons and travs from low cost blanks at speeds up to 40 per minute.





### Peters Machinery Co., Booth 1126 National Packaging Exposition • April 8-11 • Chicago

Cuts and Stacks Cellophane, Foil, Kraft, Waxed, Gift Wrap papers, etc., at High Speeds

tangular.



Peters Model UD Cellophane Sheeting and Stacking Machine automatically cuts up to 5760 full width sheets per hour from rolls and stacks sheets for easy pick up. Sheet size range-4" x 4" up to 28" x 28", square or rec-



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Paper Converting and Finishing Company offers the Packaging Industry the finest in heat seal coated board-featuring the new and exclusive "PIN-POINT" perforation. This is the only perforation that permits the vacuum packaging machine to draw down the film with perfect ease while at the same time preserving the appearance and strength of the board.

We also process board for both the heat seal and co-hesive fold-over types of blister packaging.

We will submit board samples upon request.



- Varnishing, Lacquering, Plastic Coating
- Greaseproofing
- · Gumming
- Permanent Scenting
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## GO DIRECT . . . from Rolled Film to Filled

# Bags

**Heat Sealed** 

Eliminate your bag making costs with the versatile, easily operated FORM A BAG machine. Roll of packaging film acts as conveyor belt. Items are placed on film at fixed intervals, then film is formed around each item, and center

seamed. Film is cut off and heat sealed to form a sturdy, attractive filled bag.

- · Works with standard packaging films-including cellophane, polyethylene, pliofilm, polyethylene laminates and polyethylene coated
- Wraps both rigid and non-rigid products.
- · Speed-up to 100 bags per minute.
- · Size of bag-Widths, adjustable up to 5". Lengths, any fixed length up to 12". Machine can be equipped for two different lengths, or for lengths greater than 12".

descriptive folder and full details.

### Cloud Machine Co.

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### Plants and people

to the St. Paul office and James Young will locate at the Boston sales office. All three representatives will handle the company's complete line of flexible packaging materials.



Gwynn

Price Gwynn, III. secretary and member of the board of directors of Package Products Co., Charlotte, N. C., has been promoted to the

position of eastern district sales manager. The eastern district includes the Carolinas and the area from Georgia to Maryland, Ernest C. Gray is manager of the newly opened southwestern district sales office in Dallas, which covers Texas, Oklahoma, Louisiana, Missis-sippi, Arkansas and Alabama.

Globe Ticket Co., 112 N. 12 St., Philadelphia 7, Pa., has been appointed sole sales agent for Dumatic labelers. With seven plants and 13 sales offices throughout the country, the company announces nationwide sales and service coverage for both machines and labels,

A multi-million-dollar expansion and modernization program for its plant in Savannah is proposed by Union Bag-Camp Paper Corp., New York, where it plans to install a new paper machine and complete equipment for a hardwood pulp mill.



Shehan

at Reynolds,

Harold T. Shehan has been named assistant manager of the paper and printing market for Reynolds Metals Co., Louisville, Ky, Mr. Shehan will be concerned with marketing of aluminum foil products to the converting industry. William T. Crosson is now assistant manager of the baking and milling market

Paul deB. Scott has been promoted to assistant manager of the New York office of Carr-Lowrey Glass Co., Baltimore, Md.

Radiant Color Co., Oakland, Calif., has appointed Bradley K, Clark as eastern sales manager, with headquarters in New York.

The Simplex Packaging Machinery Div., Food Machinery & Chemical Corp., Oakland, Calif., reports the appointment of Dan White as district manager for the midwest sales area. He will operate from the newly opened office at 5 N, Wabash Ave., Chicago. Two territory representatives who will





### Plants and people

also headquarter there are C. L. Rust and Harrison Williams.

Stokes & Smith Co. of Philadelphia, a subsidiary, has opened a sales office at the new Chicago location and will offer service for paper-box equipment.



C. P. Smith will represent the Pollock Paper Corp., Dallas, Tex., and the Great Lakes Box Co., Cleveland, Ohio, in sales of folding cartons to national accounts. Mr. Smith will have his headquarters in the Palmolive Bldg., Chicago. Both companies are affiliated with the St. Regis Paper Co., New York.

E. L. Bivans, Inc., is constructing additional facilities to its plant at 2431 Dallas St., Los Angeles. The new space will provide increased engineering facilities for its cartoning equipment.

H. R. Stewart Enterprises, a new packaging machinery sales engineering organization, has established headquarters



at 2 St. Albans Ave., Newtown Square (Philadelphia), Pa., to serve users of packaging, canning and bottling machinery and equipment in Pennsylvania, Maryland and other Atlantic states. The company is headed by Howard R. Stewart and associated with him are Warren A.

Schilling and William E. Conklyn. Mr. Stewart was formerly with Economic Machinery and Standard Knapp. The new firm represents the Arenco Machine Co., New York; Baker Box Co., Worcester, Mass.; Burt Machine Co., Baltimore; Dietz Machine Works, Philadelphia; The Hi-Speed Checkweigher Co., Inc., Ithaca, N. Y.; and the Wrap-King Co. of Holyoke, Mass.



Charles Lambert has joined Basca Mfg. Co. Indianapolis, Ind., as southern regional manager for sales. He is in charge of operations in the Carolinas, Georgia, Florida, Tennessee, Alabama, Mississippi, Louisiana, Texas, Arkan-sas, Oklahoma and New Mexico.

Belle Kogan Associates, industrial designers, are now located at 145 E. 35 St., New York.

At Champion Paper & Fibre Co., Hamilton, Ohio, James S. Benton will take over the responsibilities of marketing food-packaging papers under the [Continued on page 272]

## COMPLETE ONE-MAN PACKAGING PLANT







### COMPLETE PACKAGES PER MINUTE

Verti-Pak is available with auger, volumetric, turret, conveyor and piston feeds for packaging almost any product, and with scales for accurate weighing.

### SOME TYPICAL FOOD PRODUCTS

Confections and nuts. Cereal, coffee and other dry products . Cakes, rolls pretzels and cookies. Milk solids and other powders · Radishes, spinach, other fresh produce · Jams, jellies and semi-liquids.

### OTHER PRODUCTS

Handkerchiefs, towels, socks. Hardware items and plastics. Drugs and chemicals. Tays, balloons, dolls, etc.

PAYS FOR ITSELF ONE YEAR OR LESS!

## VERTI-PAK



Because of its simplicity of design, Verti-Pak sells for less than any other comparable machine. A most profitable investment for the small as well as larger plant, Verti-Pak should pay for itself in one year

or less!

Only one operator is needed to run this 3-in-1 machine, and his or her time can be divided between two or more machines. Verti-Pak can be set up or changed over in less than four minutes. No skilled mechanic is required.

Verti-Pak makes a strong seal with polyethylene or saran, as well as cellophane or poly-cel. Bags up to 6" wide and 10" long can be made on the regular model. A larger Verti-Pak makes bags up to 71/2" wide and 18" long.

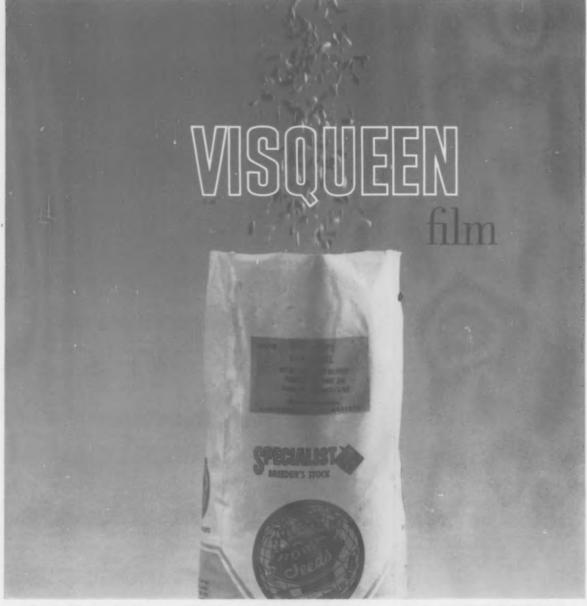
Verti-Pak is now in successful use in many leading plants throughout the country. One of these installations was the subject of a 2-page editorial story in Modern Packaging (March, 1956, Page 196). Names of other users will be supplied on request.

SEE US AT THE SHOW ... BOOTH 738



HEAT SEALING EQUIPMENT CO.

TIME PAYMENT PLAN AVAILABLE



"Imagine! Bags made of visqueen White Opaque film actually defy breakage, yet stand out on any shelf. Easiest way yet to solve seed overpacking problems. Visqueen film keeps moisture inside the package—maintains quality of seeds longer. Thanks to Grower's Container for a fine package." Larry Robinson, Jr., Robinson and Sons, Modesto, California

There are many profit-producing advantages you get *only* with VISQUEEN film. Find out why VISQUEEN means better packaging at lower cost to you... whatever your product.

VISQUEEN is all polyethylene, but not all polyethylene is VISQUEEN. Only VISQUEEN has the benefit of research and resources of the Visking Company

VISKING COMPANY Division of Union Carbide and Carbon Corporation

PLASTICS DIVISION P.O. BOX H3-1410 TERRE HAUTE, INDIANA World's largest producers of polyethylane sheeting and tubing

270



See the VISQUEEN Exhibit. Booth 939, 26th AMA National Packaging Exposition, April 8-11 International Amphitheater, Chicago



TUBE FILLER CLOSER, CRIMPER FOR LIQUID OR PASTE. Up to 40



GEAR OR WORM FILLER. Up to 50 tubes or jars per min.; for ointments, creams, pastes.



POWER TUBE CLOSER. Up to 40 tubes per min.



HAND FILLER. For ointments, creams, pastes, tubes and ars; up to 30



HAND TUBE CLOSERS. collapsible metal tubes.



FOOT OPERATED TUBE CRIMPER.



TUBE FILLER, CLOSER AND CRIMPER FOR LIQUIDS. Up to 40 tubes per min.



TUBE FILLER AND CLOSER. LIQUID AND PASTE. Up to 85 tubes per min



QUAD. TUBE FILLER AND CLOSER. Completely automatic, high speed; loads, registers, cleans, fills, folds, crimps, ejects to cartoner; up to 300 tubes per min. Tandem.

## COLTON, The Precision Line, saves you money on every fill

In filling devices, nothing is more important than precision. Known inaccuracy can cost plenty in overfilling for safety. Known precision saves money on every fill; a vast amount over the lifetime of a high production machine. All Colton fillers are built to deliver exact precision; to fill an exactly metered quantity; to fill pastes from the bottom to prevent air pockets; and to do it at profitable speed, with work-saving cleanliness. This is real economy. Literature gladly sent.

### ARTHUR COLTON COMPANY

DIVISION SNYDER TOOL & ENGINEERING COMPANY 3400 E. LAFAYETTE . DETROIT 7, MICHIGAN

PLANT NO. 2 1030 McDOUGALL, DETROIT

PLANT NO. 3 MANCELONA, MICH.

Sales and Service Engineers Coast-to-Coast Export Office-13 E. 40th St., New York City Offices in Principal Cities Throughout the World





TUBE FILLERS AND CLOSERS. LIQUID TO HEAVY PASTES, Up to 150 tubes per min.



MULTIPLE BOTTLE FILLER (Bench Type). Can be equipped with straight line conveyor and stand



MULTIPLE BOTTLE FILLER. Up to 480



SINGLE AND TWIN LIQUID FILLER. Up to 80 fills per min.; extreme accuracy.

### COLTON MULTIPLE LIQUID FILLERS SPECIFICATIONS

| COLIDIA MOLITEL LIGOID FILLERS SPECIFICATIONS |     |     |     |     |     |     |       |        |      |       |
|---|-----|-----|-----|-----|-----|-----|-------|--------|------|-------|
| Model   | 117 | 119 | 104 | 106 | 108 | 112 | 124   | 126    | 128  | 132   |
| No. Filling Nozzles                           | 1   | 2   | 4   | 6   | 8   | 12  | 4     | 6      | 8    | 12    |
| Max. Fill Per Nozzle-Fl. Ox.                  | 8   | 8   | 4   | 4   | 1.3 | .32 | 4     | 4      | 1.3  | .32   |
| Max. Fills Per Minute                         | 40  | 80  | 160 | 240 | 320 | 480 | 160   | 240    | 320  | 480   |
| Container Height—In.                          | All | All | All | All | All | All | 53/4  | 53/4   | 53/4 | 53/4  |
| Container Dia.—In.                            | All | All | All | All | All | All | 23/10 | 111/16 | 11/4 | 27/32 |

### MARKED IMPROVEMENTS in IDENTIFICATION AND DECORATION

A voice from the shelf . . . that says "Here's the paint ...drug ... oil ... you're looking for ... " would certainly help both buyer and seller. Attractively lithographed cans do "talk" this way, but one trouble has been high production runs of lithographed cans vs. the short run needs of variables such as color names, batch numbers and date codes.

Markem suggested imprinting the variables on partially lithographed cans, as they are needed, and built the 70AF machine to do the job. Today a fair number are in use, imprinting little 1/32 to full gallon sizes, areas to 2" x 6", at rates up to 1500 an hour (an even faster rotary machine is underway). Beats torn, smudged or

"Elophont trunk" morker . . . is not the usual way Markem describes its machines, but for the 89A, the nickname has stuck. This is a typical Markem

missing paper labels all hollow.

'Special Products" development, for marking tradename and size on tubular rubber insulation. The inelegant nickname originated because the material is a six foot length of gray tube 11/3" to 5" in diameter. It is fed into the machine, passes under the printing head and ejected by a lower drive roll. Adjustments for different diameters are easily made, and other useful features include mobility

for use in different locations, variable speed motor, excellent imprint quality with Markem's jasmine yellow marking compound. The people who worked out this "Special" perhaps can help you, if you have a yet-unanswered problem in identification/decoration marking.

"Do - It yourself" . . . is often prompted by economy reasons. In marking products, however, the manufacturer who "does it himself" not only saves money, but also gets what he wants when he wants it. Here's what we mean: a company making plastic cases for eyeglass lens cleaner had the product name and directions imprinted on the containers by a job printer. The method was neither convenient or economical. The local Markem man presented a case for the 20A machine, and it gave a good account of itself in an 80-prints-perminute run. Having another satisfied customer makes us happy, and he's tickled with the quality, convenience, and prospect of the 20A paying for itself in six months.

Is there a shape, surface or size giving you trouble in efficient marking? Try the Markom Method —a source of better marking for 46 years. Write Markem Machine Co., Keene 1, N.H.

## MARKEM

### **Plants** and people

[Continued from page 269]

supervision of the general sales manager. Mr. Benton will retain his duties as sales manager of converting papers. Malcom McDonald has been named director of converting subsidiary relationships, a newly created post. Lewis K. Johnstone replaces Mr. McDonald as director of purchasing.

A new multiwall paper shipping sack plant is to be built this year in Litchfield, Ill., by the Bagpak Div. of International Paper Co., New York.



Elmer T. Todd has been appointed vice president in charge of production at Inta-Roto Engraving Corp., an affiliate of Inta-Roto Machine Co., Inc., Richmond, Va. Mr. Todd, formerly with Southern Engraving Service, joined Inta-Roto this year as plant superintendent.

Rushin-Pearson, Inc., manufacturers' representatives in Atlanta, Ga., announce the addition of Ed Ellington to their sales force. Mr. Ellington will cover Atlanta, Birmingham, north Alahama and central Tennessee.

General offices of The Celon Co, are now located in the Medical Arts Bldg., Muscatine, Iowa. Joseph S. Adams has been elected president of the company, succeeding the late Joseph C. Ford.

The Lord Baltimore Press, Baltimore, Md., has taken a lease on new quarters at 425 Park Ave., New York.



E. G. Muir, sales manager of the Omaha sales division of Bemis Bro. Bag Co., St. Louis, Mo., has been named to head a newly formed sales development section of general sales. Mr. Muir has been with Bemis since 1949. E. R. Bailey, manager of the San Francisco plant, has retired after 52 years with the firm.

Walter A. Spencer has taken over the duties of assistant sales manager of the industrial division, Daubert Chemical Co., succeeding Douglas S. Brown, who has resigned,

Robert E. Thoman has been appointed to represent the J. M. Huber Corp., Hillside, N. J., in Ohio, West Virginia, Pennsylvania and western New York,

The Chemical Div. of The Borden Co., New York, has appointed two research and development chemists to its Coatings and Adhesives Dept. Charles W. Bayley, Jr., will work on latex, while Austin I. Weber will concentrate on

coatings. The department will be represented in the eastern New England sales territory by Philip E. Coyle.



of Florida.

Donald E. Focht has been promoted to assist E. E. Ellies, vice president for sales at Tee-Pak Inc., Chicago. Mr. Focht was formerly manager of the southwest district.

John R. Moakler has been named a sales representative. He will operate Focht from Atlanta, covering Georgia, Alabama, Tennessee and parts

Oliver J. Ogle has been appointed assistant general manager of Milprint Overseas Corp. and of Milprint International Co., subsidiaries of Milprint, Inc., Milwaukee, Wis.

G. C. Noblit has retired as director of purchases for the Brockway Glass Co., Brockway, Pa. Mr. Noblit started as a division sales manager with Brockway in 1933.



William Gregones has been appointed to the midwestern sales-service staff of Bensing Bros. & Deeney, Philadelphia, Pa. His headquarters will be at 2358 N. Seeley Ave., Chicago 47. Mr. Gregones has been associated with the flexible packaging industry since 1929.

Carl W. Eurenius has been named assistant general manager of the Paper Makers Chemical Dept., Hercules Powder Co. Wilmington, Del. He is succeeded as assistant general manager of the Cellulose Products Dept. by Werner C. Brown.

Victory Mfg. Corp., Chicago, has ap-pointed Harold L. Samuels as executive vice president. Edward F. Abbott, general manager, has been made a vice president.

Valley Products Co., Philadelphia, reports the formation of a separate manufacturing division, Lawrence Plastic Container Co. The division produces private-mold polyethylene squeeze bottles and stock-mold containers,

The Lucian Bernhard Studio has moved to new quarters at 36 Central Park S., New York, 19.

Mullery Paper Packages, Inc., is now in full operation at its new plant, 1050 N. Kent St., St. Paul, Minn.

A new decorative ribbon plant at Fairmont, Minn., has been opened by Minnesota Mining & Mfg. Co., Minneapolis, Minn. Now ribbon production, order



New IPI Flexogem inks mark another step forward in the development of improved flexo inks for multiple purpose printing. Thoroughly tested commercially, Flexogem has proved superior for all grades of moisture-proof cellophane, Sarancoated cellophane, polyethylene and aluminum foil. It shows greater ability to prevent blocking and offsetting, runs cleaner on the press and has excellent gloss.

Particularly on Saran-coated cellophane, Flexogem has demonstrated unusual blockresistance. It greatly reduces the tendency toward ink-to-ink and ink-to-cellophane blocking under all difficult conditions, especially those due to high pressures near the core of a roll as it rewinds after printing. Furthermore, it has improved block-resistance under conditions of extreme humidity-high temperature combinations. That's why Flexogem is strongly recommended for use on all work which will be in transit or in storage during summer months.

Your IPI representative has complete information on new Flexogem inks. So before you run your next printing job on cellophane, foil or polyethylene, why not call IPI for all the facts on Flexogem—today's finest multi-purpose flexo ink. IPI has offices and service stations in printing centers from coast to coast!

IPI, IC and Flexogem are trademarks of Interchemical Corporation

## Interchemical

CORPORATION

PRINTING INK DIVISION . 67 WEST 44TH STREET NEW YORK 36, NEW YORK





## C Industrial Size Disposable AEROSOL CONTAINERS





UPHOLSTERY CLEANERS



FIRE EXTINGUISHERS AND TORCHES

Success stories are being built around a constantly expanding list of chemical specialties, paints, insecticides, room fresheners, emulsifiers and other products, thanks to aerosol packaging in TMC industrial size containers.

Ability to handle working pressures up to 240 lbs. per square inch also makes it possible to market powdered, viscous and semi-fluid materials such as belt dressings, caulking and gasket sealers.

TMC Disposable Cylinders save time and cost in shipping, stocking and distribution. Standard 55 and 75 cubic inch industrial sizes are ICC approved.

Write for the latest thinking on this new development in marketing under pressure for industry.



## CORPORATION

433 Bryant St., N. Tonawanda, N. Y.

Fabricators of Tubular Products Since 1920

### Plants and people

department and shipping operations are consolidated at one location.

Earl Millard has been appointed assistant to Maxwell J. Jones, president of Obear-Nester Glass Co., East St. Louis, III.



Leon H. Cox has been appointed to the position of sales manager, Rochester division of the Fort Wayne Corrugated Paper Co., Fort Wayne, Ind. Mr. Cox had been a salesman for nine years, representing the company in the northwestern Ohio area.

Edwin L. Trautman has been appointed sales-service representative in the Ohio area for Equitable Paper Bag Co., Inc., New York.

Richard B. Hiltz has joined the Detroit Container Corp., Detroit, a recently acquired subsidiary of American Box Board Co., Grand Rapids, Mich.

Frederick G. Auer has been appointed a vice president of Champlain Co., Inc., Bloomfield, N. J. Mr. Auer has been with Champlain since 1934.



John C. Dabney, former director of industrial development for the State of Florida, has been appointed director of marketing at American Machine & Foundry Co., New York. Prior to his appointment in Florida, he was director of marketing for the Harris-Seybold Co., Cleveland.

Walter S. Bazzett has been named sales manager of the general line division, Thatcher Glass Mfg, Co., Inc., Elmira, N. Y. He succeeds George Dusterdieck, who has become head of the Kochester sales office.

William Rumohr has been appointed to represent the Adhesive Div. of Armour & Co., Chicago, in the eastern sales territory.



Kennedy Car Liner & Bag Co., Shelbyville, Ind., has appointed Frank Coffin to the newly created post of assistant general manager of sales in Canada, with headquarters at Woodstock, Ont. Mr. Coffin, who joined Kennedy in 1947, was in the company's plastics department before his recent appointment,

Norton Sherman and John C. Fischer have been elected directors of Sherman Paper Products Corp., Newton, Mass. Mr. Sherman is located at the head



- · Prints any number of colors in a single run
- Prints one or both sides at the same time
   Die cuts any size, any shape with male
- Die cuts any size, any shape with male steel-rule dies
- Prints paper, board, silk, cotton, heat-seal, gummed, ungummed, or any type of label or tag material
- Slits, perforates, numbers, punches, eyelets, and patches reinforcements—as it prints
- Delivers finished product cut-off, rewound, or zig-zag folded
- Up to 7500 impressions per hour!

Write for free New Era Bulletin today!

### These jobs from paper roll to finished product in one run:

LABELS—gummed, ungummed, heat-seal, silk, cotton.
TAGS—merchandise, shipping, manifold.
COUNTER DISPLAYS—up to 12" x 12".
BAG HEADERS—and other specialties, forms, and tickets.



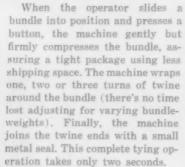
Auxiliary equipment for Stringing, Knotting, Wiring, etc. available from Graeber Stringing & Wiring Machine Company, division of New Era Manufacturing Company,

Manufacturing Co. 371 Eleventh Avenue, Paterson, N. J. A New Idea in Tying!

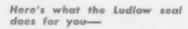
## for FIRM bundles— FAST packaging speeds The NEW Ludlow Tying Machine

The Ludlow Tying Machine produces neat, firm bundles at low material costs by using an ingenious new tying method. Instead of knotting the twine ends, the Ludlow Tying Machine SEALS them with a metal seal.

Here's what the Ludlow Tying Machine does-



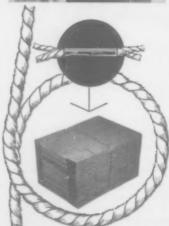
The machine adjusts automatically to any change in bundle size and will tie a package up to 2 feet high by 3 feet wide.



You can use a lighter, less expensive twine because the seal maintains the twine's FULL strength (knots reduce twine strength up to 50%). Bundle won't loosen during subsequent handling because the Ludlow seal grips the twine tightly with absolutely no slippage. And, of course, the sealed twine discourages pilfering.

Write for full information to





## L. F. FALES MACHINE COMPANY/Walpole, Massachusetts

FOR COMPLETE DETAILS ABOUT

Ludlow Tying Machine Twine and Ludlow Seal Stock

WRITE TO:

## LUDLOW MANUFACTURING & SALES COMPANY.

Needham Heights, Massachusetts

DESIGNERS of the LUDLOW TYING MACHINE

### Plants and people

office, while Mr. Fischer is vice president in charge of West Coast operations.

Gordon W. Swift is now special sales representative in New England for the Prolon Div. of the Pro-phy-lac-tic Brush Co., Florence, Mass.

The board of directors of Fulton Bag & Cotton Mills, New Orleans, La., has elected Eugene B. DuBois, general sales manager of the bag division, as a vice president of the company.

Sinclair & Valentine Co., New York, has established a new S&V district incorporating the Kansas City and St. Louis branches. Earl Ballinger has been named manager of the new district.

National Wax Co., Chi-

cago, has appointed Frank-

lyn O. Ware to the posi-

tion of sales manager of



the company. Mr. Ware has had experience in the chemical, paper and allied fields. National Wax makes petroleum waxes both for the United States and for-

ware eign market and supplies wax blends for specialty use.

Vern J. Cartner is supervising the package engineering department at the Chicago corrugated box plant of Stone Container Corp., Chicago.

Leland S. Connick has been promoted to manager of sales in the Pacific Coast division of Owens-Illinois Glass Co., Toledo, Ohio. Mr. Connick will continue to operate from the division's general offices in San Francisco.

Plastic Jewel Co., Inc., of The Bronx, New York, has established a sales office at 366 Fifth Ave., New York.

Robert E. Lavanture, formerly eastern sales manager for Cleveland Lathe & Machine Co., Cleveland, Ohio, is now general manager of the firm.

William Peist of Gilman Paper Co., New York, has been named assistant western sales manager. He will operate from the Chicago office,

American Viscose Corp., Philadelphia, Pa., has appointed Clarence L. Harder as manager of technical service for Avisco meat casings. Leslie J. Githens succeeds Mr. Harder as manager of meat casing and secondary bottle-closure manufacture at the Fredericks-burg, Va., plant.

Herbert W. Kelley has resigned as president of Union Paste Co., Hyde Park, Mass. A. B. Crowell, Jr., has been elected chairman of the board, while Morrison M. Bump replaces Mr. Kelley as president, Robert F. Rader, pressure-sensitive

## able-stik is versatile

any size any shape any color any use









Want further data
on Able-Stik?
Tip this label to your letterhead
to receive case histories and
demonstration kit
for your files.



test it—try it—like it—buy it Just peel off backing, press on any flat, smooth, clean, dry surface. Sticks quick—fingertip pressure does the trick

Whether for permanent or removable labeling...for tiny price-markers or large displays...versatile 'Able-Stik' fills the bill. Clings instantly to most packaging materials—glass, plastics, cellophane, metals, coated papers, etc. No moistening, heating or preparation needed. Simply peel, press... apply by hand or with high-speed automatic dispensers.

Test these labels on your product or package. See how quickly they go on—how securely they hold—how neatly they peel off. Complete kit of testing samples sent on request.

Visit us at the Show. As usual, you'll find the UNusual in pressure-sensitive, gummed, ungummed, heat-seal, foil, grease-proof labels, tags, wrappers and bands. Visit Label Idea Headquarters

### BOOTH #630 NATIONAL PACKAGING SHOW

International Amphitheatre, Chicago, Apr. 8-11

WHICH OF THESE WOULD YOU LIKE?

- ☐ 15 CASE STUDIES, showing interesting uses of pressure-sensitive labels.
- ☐ THE "ABLE LABELER"—4 times-a-year newsletter—keeps feeding you fresh ideas.
- ☐ HISTORY OF LABELS—by Stanley C. Hollander, Ph.D., University of Minnesota.
- ☐ INTERESTED IN DEMONSTRATION

Sales Offices: Boston, Detroit, Philadelphia

'Able Labels' are manufactured and distributed in Ohio by Allen Hollander Midwest Corp., 812 Huron Rd., Cleveland 15. Phone: SUperior 1-0736.



'able labels'...to advertise, sell, ship or mark any product

Dept. MP 385 Gerard Avenue, New York 51, N. Y. MOtt Haven 5-1818

# NOW-attractive re-usable plastic containers at paper prices

Press up your products in these eye catching, high impact styrene containers and help move them off supermarket shelves. The smartly styled bowls and boxes appeal to the shopper's eye—stand out above more conventional packaging.

And the housewife gets a bonus benefit, because she can keep the handsome units and use them as refrigerator and utility dishes. Or you can merchandise the containers as disposables—they're that low in price.



We're equipped to print your sales message and brand identification on the lids, too—where they continue to promote your product just as long as the consumer keeps the containers in her kitchen.

■ Sizes range from half-pint to half gallon. Covers available in red, yellow, blue or clear.

yellow, blue or clear.

Bottom edges rounded to fit spoon—eliminates digging.

Tight sealing lids.

Nest when empty—save valuable storage space.

Write for price lists and complete information.

NALLE PLASTICS, INC. 108 West Second St., Austin 1, Texas



Tie set-up boxes

and corrugated 500% FASTER

The Bunn 34" Low-Base Model was designed especially to tie bundles of set-up boxes ...as much as 5 times faster than hand tying. Controlled tension is never too tight or too loose...prevents damage. Adjusts automatically from 4" x 4" x 5" to 18" W x 34" H, with tie up to 8" from end.

BUNN

B. H. BUNN CO., 7405 Vinconnes, Dopt. MP-3, Chicago 20

The Bunn Slant Frame Model is primarily designed to solve the problem of tying wide, long corrugated pads... fast and without damage. Ties bundles up to 31" W x 23" H with tie up to 8" from end...in 3 seconds or less. Soft strong twine, always tied with proper tension, prevents cutting edges of bundles.

VISIT US IN BOOTH 517

PACKAGE

TYING MACHINES

at the Chicago Amphitheate for the whole story.

Or, send for free fact-packed booklet which illustrates how Bunn Tying Machines can save you money, time and labor.

Expert Department: 10406 South Western Ave., Chicago 43, III. No obligation, of course.

### Plants and people

company sales manager, will locate at new sales headquarters in Summit, N. J.

Elmer L. Goodman and Ralph H. Horne have joined Perkins & Butler, Inc., Worcester, Mass., as sales representatives.

The appointment of J. Roy Parcels as a vice president is announced by Jim Nash Associates, Inc., New York. Mr. Parcels joined the company in 1945.

T. F. Donoghue has been appointed management representative in the sales division at Riegel Paper Corp., New York. Winthrop Endicott has taken over Mr. Donoghue's former position as manager of glassine and greaseproof papers.

Union Bag-Camp Paper Corp. of New York has announced the acquisition of all the outstanding stock of Allied Container Corp., Boston, Mass. The company will operate under its original name as a wholly owned subsidiary of the parent organization.

The labeling machine division of the MRM Co., Inc., has established a new plant at 53 Hope St., Brooklyn.



Crosby

Ben G. Crosby, president of International Filling Machine Corp. of Petersburg, Va., and executive vice president of the Crandall Corp., also of Virginia, died on Dec. 19. A World War II hero who saw action in Italy and Africa, Mr. Crosby was honored by the British

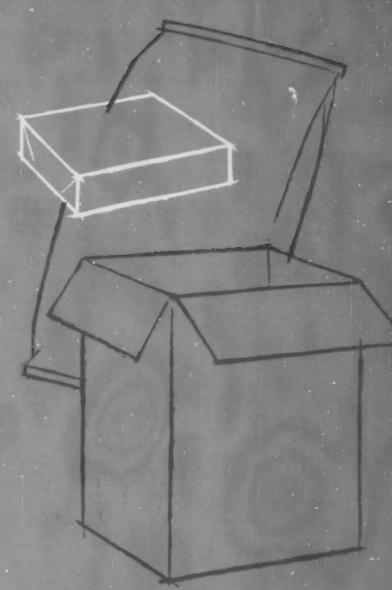
Government for his valor. His contributions to the packaging industry are highly estimated and he was prominent in the development of automation.

Kenneth Dean, publisher for more than 16 years of Good Packaging magazine, died on Feb. 5 in Berkeley, Calif., after a long illness. Mr. Dean was a leader of the packaging industry on the West Coast for many years and was active in the affairs of the Western Packaging Assn.

Ernest Hofman, vice president and general manager of the Montreal Div., National Adhesives (Canada) Ltd., Toronto, died recently in Montreal. He joined the company in 1930 and was considered an authority on adhesives.

Arthur C. Saylor, director and member of the executive committee of the United States Printing & Lithograph Co., Cincinnati, Ohio, died last month in Chicago at the age of 77.

creative
designers
and
manufacturers
of packaging
and packaging
materials
for
American
Industry



We'll look forward to seeing you at Booth 912, National Packing Show, Chicago



CROWN ZELLERBACH CORPORATION



## For your information

The Waxed Paper Merchandising Council, Inc., Chicago, has elected Alfred E.



Southon, Kal-amazoo Vege-Parchment Co., as president and chairman the board of directors. George C

Wieman

Southon Wieman of the Western-Waxide Packaging Specialty Division of the Crown Zellerbach Corp., has been re-elected as vice president and vice chairman of the Council's board of directors, Executive committee members include Lewis A. Fisher, Fabricon Products; James V. Melton, Pollock Paper Corp., and Harold E. Pierce of Marathon Corp. Laurence T. Herman was re-elected executive director.

The Packaging Institute's past presidents, Robert de S, Couch of General Foods Corp. and F. S. Leinbach of Riegel Paper Corp., were awarded bronze medallions of appreciation by A. Douglas Murphy of Esso Standard Oil Co., Institute president. In presenting the medallions, Mr. Murphy expressed the appreciation of the present officers and directors for their contributions toward increasing the professional stature of the Packaging Institute.

Dr. L. J. Hayhurst of Kraft Foods Co., chairman of the Institute's Food Packaging Committees, has announced the launching of three important committees. The Eastern Food Packaging Committee met in New York recently under the chairmanship of E. J. Monahan of National Biscuit Co. The West Coast Food Packaging Committee, chairmaned by C. Paul Bolton of Carnation Co., met in Los Angeles and the Chicago meeting of the Mid-West Food Packaging Committee was held under the chairmanship of John Ramsbottom of Swift & Co.

The 19th Annual Forum Plans Committee of the Packaging Institute, chairmaned by N. W. Postweiler of Riegel Paper Corp., held its first all-industry group meeting recently in New York. Basic plans for the Forum were discussed and the date and place established-Oct. 28-30 at the Hotel Statler in New York.

The annual meeting of the National Assn. of Glass Container Distributors will be held at the Traymore Hotel, Atlantic City, N. J., March 22-24,

The American Management Assn, has purchased the Trudeau Sanatorium property at Saranac Lake, N. Y., for use as a management educational and

research center, subject to approval by the New York State Courts. The 90-acre Adirondack property, with its more than 60 buildings, will be used by the association to set up a special management center for expanded programs of educational activities for business and industry. Association headquarters will continue in the Sheraton-Astor Hotel, New

The 1957 National Packaging Convention of the Packaging Assn. of Canada, scheduled to be held in Toronto's King Edward Hotel, March 12-13, is expected to be the most practical presentation of packaging methods and ideas yet held in Canada. More than 50 experts will participate in three separate programs to be conducted by PAC's Technical Institute and Bulk Packaging Institute, the Canadian Package Design Council and the Point-of-Purchase Advertising Institute. Also a part of the event will be the presentation of awards for the association's 1957 competitions-the Canadian Industrial Container Competition, the Canadian Point-of-Purchase Advertising Competition, the Canadian Consumer Package Competition and PAC's competitions for students of technical and vocational schools.

Theme of the 1957 Annual National Plastics Conference, sponsored by The Society of The Plastics Industry, Inc., is "The Dynamic World of Plastics." The exposition, under the management of Clapp & Poliak, New York, is to be held at the Biltmore Hotel, Los Angeles, March 18-21, in conjunction with the Pacific Coast Plastics Exposition.

Joseph C. Tobin, sales promotion and advertising manager of Crown Zellerbach Corp.'s Western-Waxide Specialty Packaging Div., has been named chairman of the Operating Committee of the Waxed Paper Merchandising Council. Other members of the committee are George Cadotte, Central Waxed Paper Co.; Carl Carlson, Nashna Corp.; Jack Conrad, Pollock Paper Corp.; Stanley Ellis, Marathon Corp; E. E. Erdmann, Badger Paper Mills, Inc.; C. W. Hoffman, Riegel Paper Corp.; Clifford Mack, Kalamazoo Vegetable Parchment Co., and Howard D. Whitney of Rapinwax Paper Co.

More than a third of the exhibit space in The National Industrial Packaging & Handling Exposition of 1957 has already been reserved, according to the Society of Industrial Packaging and Materials Handling Engineers, The Exposition is to be held in Atlantic City Convention Hall, Oct. 28-31, SIPMHE's 1957 Short Course, to be held in conjunction with the Exposition, will be sponsored by Temple University and coordinated by Harry C. Rountree, di-

rector of Temple's Bureau of Industrial and Special Services. For further information on the event, write to Hanson & Shea, Inc., Exposition Management, Suite 759, One Gateway Center, Pittsburgh 22, Pa.

The Waterproof Paper Mfrs. Assn., Inc., at its recent annual meeting, elected R. H. Anderson of American Sisalkraft Corp. as president and R. B. Vogt of Thilmany Pulp & Paper Co. as vice president. Three new directors are J. D. Johnston, Union Bag-Camp Paper Corp.; Mr. Vogt, and J. E. Dunn, Jr., of Glas-Kraft, Inc. Dernell Every and T. K. Heston were elected secretarytreasurer and assistant secretary-treasurer, respectively. New offices of the association are at 122 E. 42 St., New York.

The new president of the Cosmetic Industry Buyers & Suppliers Assn. is George Kaempkes of Pacquin's. Other CIBS officers for 1957 are: first vice president-William Jaeger of Park & Tilford; second vice president-John Duncan of Hazel-Atlas; treasurer-Lamson Scovill of Scovill Mfg. Co.; corresponding secretary-J. William Voit of George Lueders; and recording secretary-Alan Stewart of Parfait Promotional Products. Directors include: David J. Warner of Fleuroma; James Beyer of Lehn & Fink; and Jack Jordan of Crown Cork & Seal. Committee

#### What's doing

March 12-13-Packaging Assn. of Canada, 1957 national convention, King Edward Hotel, Toronto, Canada. 17-20-Inter-Industry Food Packaging Committee, Chicago,

March 18-21-Society of the Plastic Industry, Inc., national conference and Pacific Coast exposition, Shrine Exposition Hall, Los Angeles, March 22-24—National Assn. of Glass

Container Distributors, annual meeting, Traymore, Atlantic City, N. J. March 25-27-National Paper Trade Assn., spring convention, Waldorf-Astoria Hotel, New York.

March 26-29-National Supermarket Non-Food Exhibit, Morrison Hotel, Chicago.

March 27-Volatile Inhibitors Mfrs. Assn., Waldorf-Astoria Hotel, New York.

March 31-April 4-Folding Paper Box Assn. of America, annual meeting, Drake Hotel, Chicago.

April 1-3—Lithographers National Assn., 52nd annual convention, Greenbrier, White Sulphur Springs, W. Va. April 8-11-26th National Packaging Exposition and Conference, International Amphitheatre, Chicago

April 29-May 3-National Materials Handling Show, Philadelphia, Pa.



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| can diameter | size range of pack |
|--------------|--------------------|
| 2 Inches     | 3 to 6 units       |
| 2 1/2        | 2 to 5 units       |
| 3            | 2 to 4 units       |
| 3 1/2        | 2 to 3 units       |
| 4            | 2 to 3 units       |

The machine automatically feeds a flat carton blank, folds and glues it around the containers, then passes the assembled unit through a compression section where a strong bond is insured.

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#### For your information

chairmen for the year are: program-Jack Palmer of Peerless Tube; membership-Charles Marlowe of Private Label Cosmetics; constitution-Frank Pond of Dominion Products: historian -Harold Anderson of H. Kohnstamm; awards-Dr. Samuel Zuckerman of H. Kohnstamm; and publicity-William Rubin of Drug Trade News.

A permanent joint committee to study mutual problems has been organized by the Paraffined Carton Research Council and the National Assn. of Margarine Mfrs. The committee is the outgrowth of a joint study made by the two associations which resulted in a U. S. Dept. of Commerce recommendation for standardization of the dimensions of the I-lb. Eastern flat margarine carton. The committee, however, will concern itself with all aspects of margarine packaging, with immediate attention directed at carton standardization.

William M, Allin of Continental Can Co,'s Southern Advance Bag Operation has been elected president of The Paper Bag Institute, Inc. Sydney K. Bradley of Union Bag-Camp Paper Corp. was named vice president. Elected to the executive committee were T. H. Mittendorf of Hudson Pulp & Paper Corp., retiring president of the Institute; Marx Eisenman, American Paper Co.; Wayne Brown, Crown Zellerbach Corp.; Gilbert Weisberger, Equitable Paper Bag Co., Inc.; George Stuhr, International Paper Co.; William Kohl, Lincoln Bag Co., Inc.; Tillman Cavert, Jr., Southern Industries Co.; E. A. Jacobs, Triangle Paper Bag Mfg. Co.; C. H. Kimball, Waltham Bag & Paper

The National Wooden Box Assn., at its recent 58th annual meeting, elected Thomas Munroe of the Moraine Box Co. as president and F. B. Joy of Ace Box Co. as vice president,

A committee of well-known industrial and materials-handling specialists has drawn up a tentative draft for "Proposed American Standard Pallet Sizes" suggesting the reduction of pallet sizes from the hundreds now in general use to 10 standard sizes. The tentative draft resulted from the prolonged study of pallets as related to transportation facilities, mechanical materials-handling equipment, requirements of in-plant materials handling and other factors. The study was co-sponsored by the Society of Industrial Packaging & Materials Handling Engineers and the American Society of Mechanical Engineers, in accordance with procedures of the American Standards Assn. Single copies of the tentative draft for "Proposed American Standard Pallet Sizes" are being made available to business, industrial, warehousing, traffic, materials-handling and transportation

executives through the Society of Industrial Packaging & Materials Han-dling Engineers, 111 W. Jackson Blvd., Chicago 4, C. J. Carney, Jr., managing

The program of a recent meeting of the Akron Canton Area Packaging Club deviated from routine in that each member present was given the floor for two minutes to describe his job and duties, thus affording the board of directors a little better insight into the activities of its members and made it possible for each man to know and recognize every other active member.

Judges for the 12th annual folding carton contest, sponsored by the Folding Paper Box Assn., have been announced. The judges, representing the fields of package design, advertising, printing and merchandising, will select the 100 best folding cartons from the more than 7,000 entries. The judges are: James W. Andrews, Perkins Products Co.; Warren E. Drury, American's Textile Reporter; James Miller, representing the folding-box industry; Findley Williams, Sears, Roebuck & Co.; Russell Spees, Wolverine Carton Co.; John N. Willmarth, representing the advertising field; Louis Cheskin, Color Research Institute; Jack Penson, package designer; A. P. Bondurant, Glenmore Distilleries; Edward Daleski, National Automatic Merchandising Assn.; Dick Hodgson, Advertising Requirements; Gordon Martin, typography designer; Dewitt Patterson, Color Engravers Corp., and George Jorgenson, Lithographic Foundation. Presentation of the awards will be made at the association's annual meeting, to be held March 31-April 4, at the Hotel Drake in Chicago.

A new illustrated brochure on the BFM Liquid Packeter, a packeting machine designed specifically for liquids and viscous materials, has been published by Brown Bag-Filling Machine Co., makers of the equipment. For copies, write to the Brown Bag-Filling Machine Co., Inc., Fitchburg, Mass.

Manufacturing methods, applications and the history of glass are explained in a colorful new brochure, "This Is Glass," published by Corning Glass Works. Illustrated with charts, drawings and 130 photographs, the booklet is available on request to Corning Glass Works, Corning, N. Y.

Western Michigan College, Kalamazoo, Mich., formally dedicated its new \$300,-000 Paper Industries Laboratory on Jan. 25. The ceremonies concluded a two-day meeting of the Southwestern Michigan Community Relations Council and the annual papermakers' get-together sponsored by the American Pulp & Paper Mill Superintendents Assn. and the Technical Assn. of the Pulp & Paper Industry.

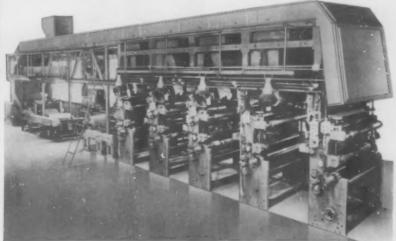
New York University's seventh annual Statistical Quality Control Seminar, to be held April 22-26 at the University's Gould House, Ardsley-on-Hudson, N. Y., will have as its subject the application

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## with "walk-in" design

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The Precise Model N rotogravure press features a simple, open design and construction that enables the operator to literally walk in between the press units.

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The Model N handles webs from 24 to 56 inches, at speeds from 400 to 1200 ft. per minute, depending on material used. When equipped with an extended drier, it's ideally suited for all types of coating and lacquering operations.



Investigate Precise sheet fed die cutters for heavy stock. Capacity: about 3,000 sheets per hour, depending on size of sheet and weight of stock.

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#### tional methods in the graphic arts industries. This intensive course is designed for management, purchasing and production men who have attended previous seminars or have comparable experience. For further information, write to Aaron Feinsot, director of the Office of Special Services to Business and Industry, Division of General Education, New York University, 6 Washington Sq., N., New York 3.

of mathematical techniques to opera-

For your information

Hinde & Dauch is now making available a full set of the most recent revisions of its Little Packaging Library booklets. The set is provided with an easel-stand corrugated box for convenience in keeping the Little Library booklets handy on a desk. Each booklet in the series gives helpful hints of value to the packager.

Unified merchandising, the value of display, selection and use of color in corrugated packaging and the part packaging can play in special promotions are explored in a new 32-page booklet, "How To Merchandise With Corrugated Boxes." This booklet, which is profusely illustrated in color, is number three in the H & D Little Packaging Library.

For either the complete set of booklets with display stand, or for the new No. 3 booklet described above, write to the Director of Public Relations, Hinde & Dauch, Sandusky, Ohio.

The Assn. of National Advertisers, in cooperation with the Point-of-Purchase Advertising Institute, has published a 248-page book titled "Advertising at the Point of Purchase" (McGraw-Hill Book Co., Inc., 330 W. 42 St., New York 36; \$6,95). Actual procedures, policies and ideas of more than 150 leading advertisers, representing more than 20 different product groups, are presented. The hard-cover book features a special color section on displays and display materials.

The Art Directors Club of New York has published its 35th Art Directors Annual (Farrar, Straus & Cudahy, Inc., 101 Fifth Ave., New York 3; \$12.50). This handsomely bound, profusely illustrated, 395-page volume is divided into eight sections: color, advertising layout, editorial art, poster and point of sale, direct mail booklets and TV art. Modern Packagine's October, 1955, cover, which received an Award for Distinctive Merit, is reproduced in the editorial layout section of the volume.

Anchor-Hocking Glass Corp., Armstrong Cork Co., Container Corp. of America, Corning Glass Works, Hazel-Atlas Glass Co., Hinde & Dauch Paper Co. of Canada, Ltd., International

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Paper Co., Continental Can Co., Libbey-Owens Glass Co., American Can Co., Inland Container Corp. and St. Regis Paper Co. are among the companies in the packaging field which won the American Institute of Management rating of Excellent Management for 1956.

The Avi Publishing Co., Inc., publishers of the Fruit Products Journal and technical books for the food industry, was recently re-organized and its location changed from New York City to Westport, Conn. Books on food preservation and technology will continue under the management of Gerald A. Fitzgerald, vice president and secretary. First of the new books to be brought out will be the completely rewritten and greatly enlarged third edition of "The Freezing Preservation of Foods," published in two volumes and written by Dr. Donald K. Tressler and Clifford F. Evers.

Better production techniques in the folding carton industry were discussed at the first National Folding Carton Production Forum, sponsored by the Folding Paper Box Assn, last month in New York. About 200 persons attended. Joseph J. Schwenkler of Container Corp., Sam W. Yates of Robertson Paper Box Co., J. Homer Winkler of Battelle Memorial Institute and William B, Leavens of Wilkata Folding Box Co., led discussions at the four different sessions of the program.

A clinic on the role of packaging in modern marketing was held in Boston recently under the sponsorship of the Boston Retail Trade Board in cooperation with the National Retail Dry Goods Assn. and the Folding Paper Box

Three colorful, informative brochures published by The Wooden Box Institute are now being distributed to growers, packers, shippers and receivers of fresh fruits, vegetables and melons: (1) "Protecting Peaches for Greater Profit," summarizing handling, packing and shipping in standard nailed boxes and lugs as practiced on the West Coast; (2) "Millions of Melons," detailing West Coast handling in standard nailed crates, and (3) "Standard Nailed Containers for Every Row Crop." Copies of the booklets are available on request to The Wooden Box Institute, 55 New Montgomery St., San Francisco 5.

The specialized services offered by Container Laboratories, Inc., in all aspects of packaging and materials handling are outlined and described in a new 20-page, illustrated brochure. Copies are available on request to Container Laboratories, Inc., 1519 Connecticut Ave., N.W., Washington 6, D. C.

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It automatically forms, fills, and seals—making bags up to 6" x 7". And a specially developed electronic sealing device permits the use of *unsupported* pliofilm, PVC, saran, vinyl, and other thermoplastic film materials. The impulse sealer processes *unsupported* polyethylene.



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Interchangeable Heat Sealing Units. Machine is fitted for either heat-pressure, impulse, or electronic sealing.

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Compact and Sturdy Structure,  $3'4'' \times 15'11'' \times 12'5''$  high.

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## U. S. patents digest

This digest includes each month the more important patents of interest to those who are concerned with packaging materials. Copies of patents are available from the U. S. Patent Office, Washington, at 25 cents each in currency, money order or certified check; postage stamps not accepted. Edited by H. A. Levy.

Box Machine, H. V. Bray and W. J. Bosche (to Highland Box Co., Highland, Ill.). U.S. 2,772,609, Dec. 4. Apparatus for forming a cleat-reinforced container for a paperboard tube, comprising an clongate anvil of angular cross section, said anvil having a forming recess extending substantially the entire length of its vertex.

Method of Making Article Carrier, E. L. Arneson (to Federal Paper Board Co.). U.S. 2,772,610, Dec. 4. A method of forming an article carrier from a onepiece paperboard blank characterized by a rectangular bottom panel, side-wall panels integrally hinged by longitudinal creases to opposite side margins of said bottom panel.

Envelope-Making Method and Mechanism, V. E. Heywood (to United States Envelope Co., Springfield, Mass.). U.S. 2,772,611. In envelope-making mechanism, means for folding over the side flaps of successive substantially rhombic blanks advancing flatwise in spaced relation, means for overtaking each so-folded blank by the next-following so-folded blank, but only to an extent such that lower edges of the folded-over side flaps of one are slightly overlapped by the seal flap of the other.

Web-Slitting Apparatus, B. J. Kerwin and E. Wach (to E, I. du Pont de Nemours & Co., Inc., Wilmington, Del.). U.S. 2,772,732, Dec. 4. In a web-slitting apparatus comprising two spaced webguide means over which a continuous web is passed under tension and severing means operative to slit the continuous web along its longitudinal axis at predetermined transverse intervals as it passes between said guide means.

Multiple Slide Press for Cutting Sheet Metal Parts, R. L. Wakelee (to Continental Can Co., Inc., New York, N. Y.), U.S. 2,772,735, Dec. 4. A punch press for cutting off and removing the end of a sheet-metal cylinder comprising a vertically arranged tubular punch formed with a circular cutting edge at its upper outer periphery and a shaping die at its upper inner periphery.

Tape Roll and Core, G. R. Rabuse (to Minnesota Mining & Mig. Co., St. Paul, Minn.). U.S. 2,772,774, Dec. 4. As a new article of manufacture, an assembly comprising an annular core having a roll of pressure-sensitive adhesive tape wound upon it.

Valve for Aerosol Dispenser, W. R. O'Donnell (to Valve Corp. of America, Inc., Bridgeport, Conn.). U.S. 2,772,820, Dec. 4. A spray discharge valve for dispensing a fluid from a container, comprising a cover member of said container, said cover member having an

aperture, a sheet-metal tubular valve housing disposed in said aperture.

Container With Screw-Out Pouring Spout and Closure, C. H. Phillips (to Shell Development Co., New York, N.Y.). U.S. 2,772,822, Dec. 4. A container for fluid comprising a top having a discharge opening therein and a nozzle fixed to said top about said opening and forming a part thereof, said nozzle having internal screw threads.

Food Package, B. A. Rafoth and H. N. Hovland (to Marathon Corp., Menasha, Wis.). U.S. 2,772,827, Dec. 4. A carton for packaging a block of comestible therein and for receiving a handle, carton being formed from a single blank cut and scored to provide a front wall, a first side wall, a rear wall and a second side wall.

Apparatus for Feeding Bulk Material and Control Therefor, F. L. Hopkins (to Bemis Bro. Bag Co., St. Louis, Mo.). U.S. 2,772,847, Dec. 4. In a machine for weighing and dispensing bulk material, a hopper having a discharge opening in its bottom portion, power-operated mechanism for causing material to be fed to said hopper.

Article Carrier, E. L. Arneson (by mesne assignments to Federal Paper Board Co., Inc., Bogata, N.J.). U.S. 2,772,810, Dec. 4. A collapsible paper-board article carrier formed from a one-piece blank and comprising opposed side walls, a bottom extending there-between and hinged to the lower margins thereof.

Method of Making Sterile Containers, T. E. Piazze and T. R. Baxter (by mesne assignments to Continental Can Co., Inc., New York, N.Y.). U.S. 2, 773,285, Dec. 11. A continuous process of forming sterile containers comprising extruding a thermoplastic material in the form of a hollow tubular body, supplying a fluid medium within the tubular body which is heated to a temperature sufficient for sterilization.

Continuously Operating Apparatus for Making Bags, A. W. Richens (to Continental Can Co., Inc., New York, N.Y.). U.S. 2,773,435, Dec. 11. Apparatus for making bags comprising: means for gripping a bag length of flattened gusseted tube, said means also being operative to open one end of said tube to form an open rectangular box having its bottom in the flattened body of the tube.

Methods of Soldering Can Body Side Seams, Erik Gedde (to American Can Co., Inc., New York, N.Y.). U.S. 2, 773,466, Dec. 11. The method of soldering the aide seams of can bodies with a rotating spiral solder applicator having a long lead, greater than the length of the individual can bodies.

Reclosure Container, A. T. Augensen (to American Can Co., New York, N.Y.). U.S. 2,773,622, Dec. 11. A sealed cylindrical sheet-metal container comprising a tubular body having countersunk end members double seamed thereto in permanently secured end seams.

Plastic Case for Transporting Packaged Fresh Milk, A. W. Knieriem and L. C. Folst (to Calresin Industries, Inc., Los Angeles, Calif.). U.S. 2,773,624, Dec. 11. In an integrally molded plastic case, the combination of a thin shell comprising a bottom, side walls and end walls, said side and end walls converging slightly from top to bottom to permit withdrawal of said case upwardly from the mold in which it is formed and to permit a lower end portion of said shell of one of said cases to fit within an upper end portion of the shell of another of said cases therebelow.

Article Carrier, E. L. Arneson (by mesne assignments to Federal Paper Board Co., Inc., Bogota, N.J.). U.S. 2,773,625, Dec. 11. A paperboard article carrier comprising upstanding side and end walls and a bottom extending between bottom margins of side walls.

Paperboard Carton Pouring-Spout Construction, K. Negoro (to Dairy Containers, Inc., Rockford, Ill.). U.S. 2,773,634, Dec. 11. A liquid-tight, closed, flat-topped, upright paperboard carton, the body of which is made of paperboard material coated inside and out with thermoplastic material.

Paper or Like Containers and Their Manufacture, R. J. Williams and C. V. Brady to Bemis Bro. Bag Co., St. Louis, Mo.). U.S. 2,773,636, Dec. 11. A flat gusseted bag adapted when opened to assume a carton-like form, said bag being formed from a generally rectangular blank having a relatively stiff intermediate band comprising a sheet of relatively stiff material such as cardboard and relatively flexible outer bands of material such as paper.

Bacon Tray, R. Guyer (to Waldorf Paper Products Co., St. Paul, Minn.). U.S. 2,773,637, Dec. 11. A package including a generally rectangular panel, a second panel integral with and foldably connected to the first panel along a fold line co-extensive with an edge.

Container and Closure Therefor, A. M. Toft (to National Can Corp., Chicago, Ill.). U.S. 2,773,620, Dec. 11. A container comprising a body wall, an end secured to the body and comprising an annular member sealed at the periphery to the body and having an inwardly ex-

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Gilman Paper Company

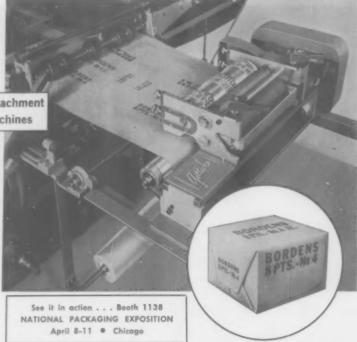
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#### CELLUPLASTIC CORPORATION

Sales and Executive Offices Newark New Jersey

#### U.S. patents digest

tending annular ring terminating in a seamless open neck extending inwardly of body.

Nozzle Container With Flexible Telescoping Pouring Spout, W. J. Dobbins (to American Can Co., New York, N. Y.). U.S. 2,773,632, Dec. 11. A container having a nozzle provided with a circular dispensing mouth surrounded by a sealing seat for a gasketless closure cap, said seat terminating in an annular depending skirt defining said mouth and a telescoping tubular pouring spout of resilient compressible plastic material slidable within said mouth.

Automatic Actuating Means for Box Setting-Up Machines, C. L. Claff and C. A. Moeller (by mesne assignments to M. B. Claff & Sons, Inc., Randelph, Mass.). U.S. 2,774,285, Dec. 18. In a box setting-up machine, the combination with blank gluing and folding mechanism of a pair of pressure members movable relatively toward and from one another, power means for causing such movement.

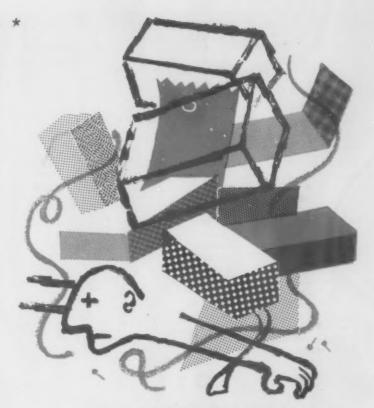
Machine and Method for Folding Box Blanks, L. E. LaBombard (to International Paper Box Machine Co., Nashua, N. H.). U.S. 2,774,286, Dec. 18. In a machine for use in making knock-down boxes, means for continuously advancing a box blank at a predetermined speed along a paper line with the line of articulation of the blank flaps transverse.

Suction Stripping and Stacking Apparatua, H. J. Gross (to International Paper Box Machine Co., Nashua, N. H.). U.S. 2,774,287, Dec. 18. In a machine for making boxes, said machine having a box-forming channel with an exit end, box-forming means reciprocable in said forming channel and a box-receiving channel with an entrance end.

Pack Turnover Apparatus, C. P. Rounsefell and L. C. Williams (by mesne assignments to Miehle Printing Press & Mfg. Co., Chicago, Ill.). U.S. 2,774,487, Dec. 18. In apparatus for inverting piles of sheets, a box-like carrier opened at one side thereof and arranged for rotary movement about a horizontal axis passing axially through said side.

Cell-Wall Carton, H. V. Bolding and E. G. Gowens (to The Bradley & Gilbert Co., Louisville, Ky.). U.S. 2,774,530, Dec. 18. A tray-type double-wall box structure which in erected condition comprises a rectangular bottom side and end-wall forming panels extending from the side edges and end edges, respectively, of said bottom and forming spaced double walls.

Continuous Rotary Carton-Perforating Machine, K. L. Crabtree (to Keyes Fibre Co., Portland, Me.). U.S. 2,774, 427, Dec. 18. A perforating machine comprising a conveyor having holding means thereon for positively engaging a workpiece at a predetermined feeding



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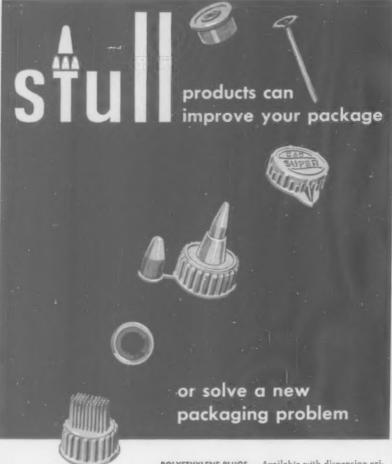
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#### U.S. patents digest

station and conveying said workpiece to a perforating position.

Bottle Carrier, R. M. Dunning (to Waldorf Paper Products Co., St. Paul, Minn.). U.S. 2,774,512, Dec. 18. A bottle carrier including a pair of sections hingedly connected together, each section including an end-wall panel, an outer-wall panel, a second end-wall panel.

Cushioned Shipping Crate, C. M. Moore (to Moorex Industries, Inc., Richmond, Va.). U.S. 2,774,503, Dec. 18. A demountable shipping crate comprising: separable panels defining the walls of said crate, means releasably joining edges of adjacent panels.

Apparatus for Weighing and Packaging Powder Granular Material, E. Jensen (to F. L. Smidth & Co., New York, N. Y.). U.S. 2,774,516, Dec. 18. An apparatus for weighing and packaging pulverulent material, the combination of a supply bin for the material and means for maintaining the material in a fluidized condition.

Pull-Spout Closure for Containers, G. T. Rieke (to Rieke Metal Products Corp., Auburn, Ind.). U.S. 2,774,523, Dec. 18. A pull-spout closure unit for a container having an opening surrounded by an upstanding neck, comprising a closure member having a closure plug and an outer sealing flange adapted to embrace said neck.

Method and Machine for Bag Making, H. K. Steen and H. L. Thompson (deceased) (to Interstate Bag Co., New York, N. Y.). U.S. 2,775,171, Dec. 25. A bag-making machine comprising in combination means for advancing in an endwise direction a continuous sheet of paper or the like.

Triple-Tight Metal Can Closure, J. Henchert (to Continental Can Co., New York, N. Y.). U.S. 2,775,362, Dec. 25. A triple-tight metal can comprising a body portion, a ring-shaped top end seamed thereto, said top end having a U-shaped channel spaced inwardly from the seam and having inner and outer parallel friction walls.

Protective Cover for Dispensing Container, J. P. Jordan (by mesne assignments to Crown Cork & Seal Co., Inc., Baltimore, Md.). U.S. 2,775,372, Dec. 25. In a dispensing package, a cylindrical container having an inwardly and upwardly tapered neck portion terminating in a bead.

Powder-Dispensing Container Structure, J. Henchert (to Continental Can Co., Inc., New York, N. Y.). U.S. 2,775,376, Dec. 25. A container for packaging and dispensing powdered materials, comprising a body, a top secured on the body and having a large raised central area or plateau portion equipped with dispensing openings.

Food Packaging Assembly, J. Kollman and W. A. Beck (by mesne assign-



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VENESTA LIMITED, VINTRY HOUSE, QUEEN STREET PLACE, LONDON, E.C.4, ENGLAND AGENTS IN U.S.A.: PARSONS AND WHITTEMORE, INC., 250 PARK AVENUE, NEW YORK, 17, N.Y.

ments to Ekco-Alcoa Containers Inc., River Grove, Ill.). U.S. 2,775,383, Dec. 25. In a food package unit, a semi-rigid nestable pan-like container formed from a sheet of metallic foil that is stiff enough to hold its shape, but pliable enough so that it is readily bendable along its edge portions by the fingers.

Pouring Opening for Containers, R. W. Nerenberg (to The Bergstein Packaging Trust, a trust composed of Robert M. Bergstein and Frank D. Bergstein, trustees). U.S. 2,775,388, Dec. 25. A one-piece liquid-tight carton comprising a tubular body rectangular in cross-section, each wall being in a single plane through its entire length.

Container Construction, M. C. Weiner (to Pennant Corp., Grand Rapids, Mich.). U.S. 2,775,389, Dec. 25. A container comprising: collapsible side-wall panel means for including a series of hingedly connected sections, each having a plurality of layers of material secured by U-shaped clips provided with prongs engaging said material.

Carton, O. L. Vines (to Alford Cartons, Ridgefield Park, N. J.). U.S. 2,775,390, Dec. 25. A collapsible partitioned carton having a bottom panel, a pair of side panels extending upwardly from the sides of the bottom panel.

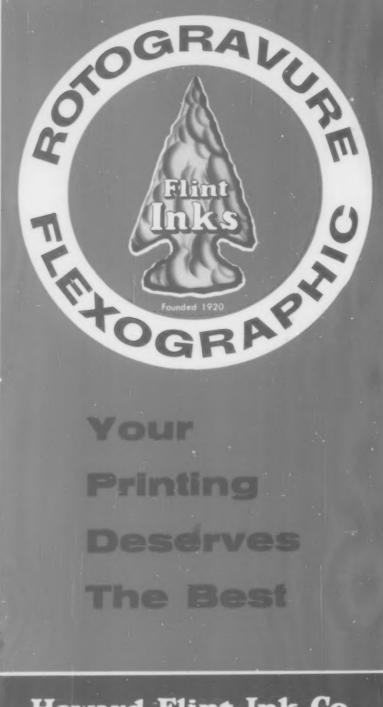
Carton, O. L. Vines (to Alford Cartons, Ridgefield Park, N. J.). U.S. 2,775,391, Dec. 25. A collapsible partitioned carton comprising a continuous bottom panel, a side-wall panel extending upwardly from each side of bottom panel.

Composite Can With Quick-Opening Side Wall, A. H. Lucas (to Continental Can Co., New York, N. Y.). U.S. 2,775,394, Dec. 25. A composite can with a top and bottom and having a single ply of paper or like material having the ends overlapped and sealed at their edges, an intermediate adhesive coating forming a continuous side seam.

Composite Can With Quick-Opening Lap Seam, H. A. Bergstrom (to Continental Can Co., New York, N. Y.). U.S. 2,775,395, Dec. 25. A composite side-opening can with a top and a bottom and a side wall of paperboard or like material comprising an inner and outer ply co-extensive therewith.

Enwrapment With Reinforcement, C. W. Vogt, Norwalk, Conn. U.S. 2,775,397, Dec. 25. As an article of manufacture, flexible sheet material having sides and ends, a strip of reinforcing material thicker and stiffer than said sheet material secured to the latter and extending from side to side of said material at about its mid-portion.

Paper-Feeding Mechanism, L. M. Stempel (to John Waldron Corp., New Brunswick, N. J.). U.S. 2,775,449, Dec. 25. Paper-feeding apparatus of the type described including, in combination, a large-diameter feed roll, bearing blocks for said roll having concentric roll bearings and study at the inner faces thereof.



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#### Beautiful corrugated

[Continued from page 151]

the higher-quality stock required. But the percentage increase must be weighed in each instance against the merchandising advantages such a box can offer.

Second, some packagers feel that extensive color printing weakens the corrugated box. Carton manufacturers point out that it is printing pressure, not color, that may cause this. Proper control and tests at the corrugated-box plant should keep deliveries within desired stretch limits.

Third, many packagers feel that whiter and lighter corrugated boxes are not practical because they show dirt. How much dirt a shipping box may pick up depends upon the product and shipping conditions, but proper design has virtually eliminated this objection for a great many packagers. Boxmakers point out that whiter cartons actually acquire no more dirt than ordinary kraft cartons.

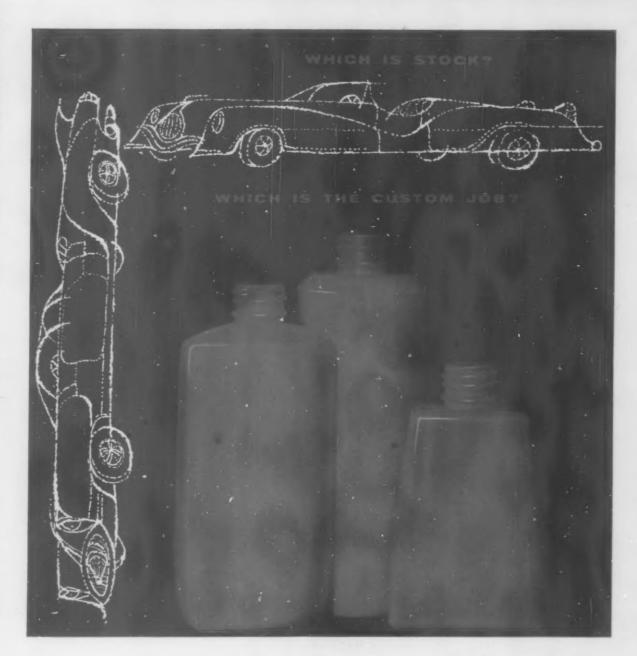
Corrugated boxmakers themselves are not in full agreement as to the importance or extent of the trend. Says a spokesman for one of the largest container companies:

"As the economy tightens up in the coming months you will see packagers more cost conscious about their shipping containers. While there isn't much added cost in printing one or two more colors on the carton, there is an appreciable difference when you add white, colored or decorative liners."

Like it or not, and regardless of added cost, the trend to beautiful corrugated appears to be well under way and is certain to pick up momentum from the sheer force of competition in the market place. For the look of superiority acquired by products in some of the multicolor corrugated containers illustrated on these pages is so striking, in comparison to rival products in drab kraft, that the rivals cannot long ignore it.

#### Acknowledgments

For information and assistance in the preparation of this article, acknowledgment is given to the Container Corp. of America, Chicago; Gaylord Container Corp., Div. Crown Zellerbach Corp., St. Louis; Lanzit Corrugated Box Co., Chicago, and Stone Container Corp., Chicago.





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#### New cellophane plant

A new cellophane plant is to be built by E. I. duPont de Nemours & Co., Inc., near Tecumseh, Kans.; eight miles east of downtown Topeka. Plans call for a plant able to produce 50 million pounds of cellophane a year. The plant is to be operated by the company's Film Dept. and is expected to go into operation early in 1959. It would create about 600 operating jobs and would be built at a cost running well into eight figures.

DuPont has more than doubled its cellophane-manufacturing capacity during the postwar period and only last October announced an expansion program designed to bring in an additional 30 million pounds annually from existing plants. However, continually growing use requires still further increases in capacity. DuPont feels. The Kansas location was chosen to meet growing use of cellophane in the Middle West and Western states.

The latest technological improvements are being incorporated into the designs for the new Tecumseh plant, including a high degree of continuous process production and precise control of manufacturing process, which are expected to contribute to high quality and uniformity of product.

The Tecumseh plant is to be Du-Pont's fifth facility for the manufacture of cellophane. Other plants are in Buffalo, N.Y.; Old Hickory, Tenn.; Richmond, Va., and Clinton, Iowa.

#### 240-a-minute labeler

[Continued from page 184]

actually capable of maintaining the increased speed of 240 bottles per minute. Temporarily, a fourth semi-automatic labeler was set into the line to achieve that rate of production. While this test indicated that the filling equipment lagged a little, that was a matter easily remedied and Norwich engineers were satisfied that the potential line output had been correctly estimated.

When the new automatic labeler (after a preliminary workout on exhibit at the Machinery Show in Cleveland last fall) was received at the Norwich plant, the fourth semi-automatic labeler was removed, three were kept working and only a part





of the bottling-line output was bypassed to the new labeler as a test
of its performance under actual operating conditions. This enabled
the manufacturer to observe the
modified labeler in action at low
speeds and to correct the problems
encountered without interfering with
production. This opportunity for observation and corrective work, made
possible by Norwich, was the final
element which made the project successful and placed it on a corrective basis.

Interestingly enough, one of the hitches wasn't the fault of the machine at all, but was caused by one lot of irregular bottles, the seams of which were too prominent, causing them to catch in the screw.

When the labeler was finally operating smoothly, the three conventional labelers and their operators were transferred to another filling line and the complete output of 4-oz. bottles was directed to the new labeler at the desired speed of 240 bottles per minute.

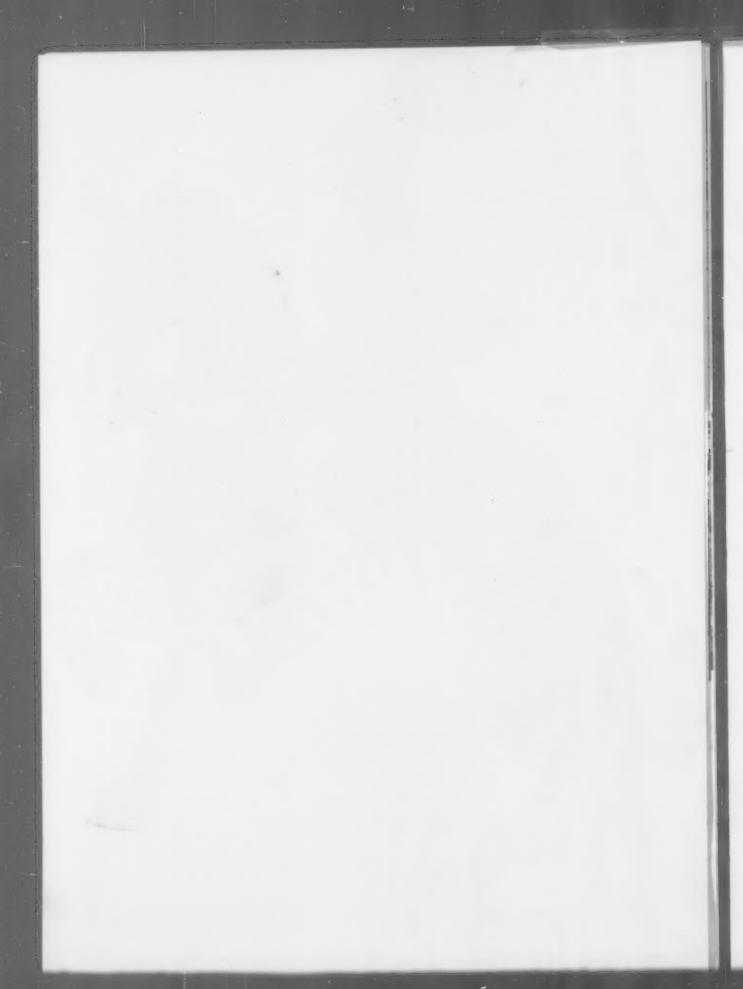
#### Efficiency

The improved line demonstrates a remarkably efficient operation. Cases of empty bottles are fed to an operator who dumps them on an unscrambler (designed by Norwich), after which the empty corrugated cartons are conveyed around the line to await the filled bottles. Meanwhile, the bottles are conveyed through the cleaner, filler and capper and from there move to a rotary accumulator which has a 600-plus capacity, insuring a continuous bottle supply to the labeler. After the label has been automatically applied, the bottles are conveyed to a transfer disk, past an inspection station, are case packed and the case then sealed.

Norwich's successful teamwork with its machinery supplier solved a tough labeling problem in a manner which endowed the automatic operation with the factor of speed plus the equally important factor of control. That this achievement is of interest to other packagers is indicated by the fact that a demonstration of the modified machine soon after its installation resulted in an order for a similar fully automatic installation by another pharmaceutical company for use with its square, wide-mouthed glass containers.

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#### New skin packages

[Continued from page 157]

pany says, by the reduction in rehandling cost, for the company has always guaranteed its packages and takes back all damaged ones. Skin packaging has reduced rehandling by about 90%.

#### New merchandising concepts

Skin packaging has succeeded so well for Thrifty Toy that it has developed some entirely new concepts of merchandising.

"Our buying habits have changed," says Henry L. Bonnifield, Thrifty Toy's general manager. "Items are now bought with an idea in mind as to how they will 'skin out' and also as to how it will be possible to make up multiple-unit packages. To cite an example, all toy cap guns are now 'skinned out' with a box of caps. With some of the Western-style guns, a sheriff's badge is added. These various devices give an opportunity to make a unit or outfit-type package that will have more use appeal and also permit a better price. This particular device sells sheriff's badges, whereas, if the badges were tried alone, they would be very slow movers. If these various items were put into a bag, they would all fall to the bottom and lump together, giving no appearance and no 'style,' whereas with a multipleitem skin package, the package can be styled for eye appeal, which is, of course, the first thing involved in sales of this nature."

This is one of the basic advantages of skin packaging, as opposed to bagging, which all packagers would do well to note.

Many items bought by Thrifty Toy come already carded from the manufacturer. These are held to the cards by various methods, including staples, string, rubber bands and the like. To prevent theft and to upgrade the items, a heat-seal coating of polyvinyl acetate thinned with methyl ethyl ketone is sprayed on the manufacturer's cards and the items are then skin packaged. However this spray coating is done only when necessary and working with precoated board is preferred.

For example, this method is used in packaging toy cap pistols, which are received from the manufacturer in individual boxes. To get color on the backing card, Thrifty Toy cuts

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Maynard, Mass. - New York, Chicago, Los Angeles, Toronto

the individual gun boxes to obtain a flat-surfaced backing card for a skin pack. A saddle label stapled to the top of the skin pack completes the retail item—one that is self selling and fast moving. By way of contrast, toy guns in boxes move quite slowly, for the printing on the outside of the box in no way can sell as compellingly as the gun itself. The skin-packaged guns have proved conclusively the value of sight selling for such items.

Imported toys, in which Thrifty Toy deals extensively, are especially good candidates for skin packaging. Many of these are received in unattractive, inexpensive, individual boxes. These particular boxes, Thrifty Toy has found, sell nothing. But combining items and making multiple-use packages does very important work saleswise for import items. Also the product upgrading that comes from the sparkle imparted by the plastic "skin" does much to promote sales. And, too, it is possible to combine an import item with a domestic toy, ending up with a triple-threat item that turns over very well on the racks, where either one of the items alone would move slow.

Skin packaging has almost completely eliminated both torn-package and pilferage problems for Thrifty Toy. Torn bags were a serious problem because of sharp points on the various items. When the items were handled in shipping or by the buyer. the points and edges would come through the bags, requiring a trip back to the warehouse for re-bagging. Theft was a particularly bad problem, because of the ease with which a thumbnail or jack knife would go through the package. With skin packaging and sheet plastics. pilferage would require pocketing the entire item and, psychologically, this does not appear to be attractive.

The retailer's response has, according to Mr. Bonnifield, been excellent. Comments are that the racks now have a "cleaner look" and the packages "draw attention better" because of greater clarity. Retailers are happy to have "a more beautiful rack" in their stores. Because store-keepers found damaged packages a nuisance, they are pleased to have this problem virtually climinated. The skin-packaged toys are being distributed through Thrifty Toy House's other divisions: The Toy





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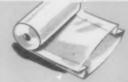
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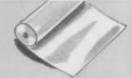
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- Not affected by alcohols, alkalis or weak acids
- Tasteless and Odorless
- Available in Clear,
   Colors
- Opaque, or Colors
   Printed during
- Printed during Manufacture
- Uniform for easy filling and capping
- Container has convenient Re-Use value a constant reminder for repeat business
- Metal or plastic closures





Write for samples, catalog and prices.

### LERMER PLASTICS, INC.

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REFRESENTATIVES IN THESE CITIES: Sochester, Memphis.

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# Rol-Feed Heat-Seal DUMATIC LABELERS

These unique machines were chosen to do the labeling job on the new "Tek" tooth brush. For speed, accuracy and uniformity, on round, square or odd-shaped containers, a Dumatic Labeler will give you performance plus. Note the illustration above — that's the way a "Dumatically Labeled" product reaches the display counter. Why not write today for more detailed information—ask for Brochure "K."

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the science
of automatic
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positioning

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INTERCONTINENTAL DYNAMICS CORPORATION 170 COOLIDGE AVENUE · ENGLEWOOD, NEW JERSEY House of California in Sacramento and Hicks Services of Klamath Falls, Ore. At present, the Seattle division is packaging for all divisions. Future plans call for skinpackaging lines in all divisions and also by an associate, The Eisleman Co., in Oakland, Calif.

Thrifty Toy House has uncovered few limitations to its process, except that certain low-margin items will not bear the added packaging cost and very large, heavy items, such as jumbo metal trucks, are not effectively skin packed. The firm foresees improved techniques and certain advantages to be derived from increasing production. These will ultimately, the company is convinced, make its skin packaging even less costly than the packaging method that was formerly used.

#### The power of nostalgia

[Continued from page 160]

of using small shot glasses or glass percolator tops as the stoppers. Eventually, in cooperation with the glass supplier, we came up with a private-mold blown-glass stopper in which we had incorporated a traditional Waterford cut-crystal design motif which conceals the marks of the mold on the stopper."

The Prince Matchabelli jar itself was designed with a wide mouth for easy access to the contents. An elasticized gold cord holds the stopper securely to the jar and adds an attractive decorative touch. The jar was also designed for the possibility of a polyethylene ring fitment if at any time Prince Matchabelli might wish to use the same jar for other products that need additional protection.

In most cases, however, drop-in stoppers on apothecary-jar containers are held in place either with shrink-type cellulose bands or with various types of pressure-sensitive tapes, depending upon the protection required. And packers of processed goods, liquids or semi-liquids, of course, must solve more complicated closure problems if they are to use this curiously popular type of package.

All indications are that there will be a growing use of this type of container for some time to come—until such time as the novelty has become commonplace.



# A world of inspiration and a million dollars' worth of ideas!





# BSERVE

a basic selling concept in action. Dramatic exhibits by leading Point-of-Purchase producers—showing the newest trends in design, color, material and techniques to make your Point-of-Purchase more effective.



3 big days packed with information and ideas . . . two merchandising forums with leading experts exchanging valuable data . . . hear luncheon guest speaker Charlotte Montgomery, Good Housekeeping's famous authority on advertising and merchandising from the woman's standpoint.

# 11th Annual

POPAI Symposium and Exhibit

April 10, 11, 12, Palmer House

Chicago

ATTENTION! PACKAGING SHOW VISITORS

Be sure to visit the POPAI Symposium and Exhibit while attending the Packaging Show.

Send for your luncheon tickets today!



Point-of-Purchase Advertising Institute, Inc.

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New York 36, N. Y.

# THE ALL NEW AR-74 AEROSOL VALVE

solves many problems that have existed to this very moment!



### INTERNAL METERING ELIMINATED!

All Metering in Removable Nylon Spray Tip

Aerosol Research Company . . . the originator of the first fast pressure-fill aerosol valves . . . now introduces the AR-74 . . . a new, improved type of aerosol valve for COLD and PRESSURE filling. Backed by years of development, the advancements built into the AR-74 satisfy needs that have existed since pressurized packaging began. improve your operation:

- · VARIETY OF SPRAY TIPS-Available in various. meterings for true and residual aerosols and foam products:
- NEW MIST-MIZER TIP-Available for ultra lowpressure and water-base spray formulations.
- ALL NYLON SPRAY TIP-Stays on, will not loosen from chemical reactions.
- NO INTERNAL METERING—Containers are virtually clog-proof!
- · EACH VALVE AUTOMATICALLY TESTED by Automation to eliminate human factor.

## FOR PRESSURE FILLING the AR-74 gives you these extra advantages:

- WORLD'S FASTEST FILLING—There is no internal metering in lower assembly so valve is literally 'wide-open"!
- · LOWER INVENTORY—Stock only one type of lower assembly for all products, and select the tip with the proper metering for each formulation.
- · ALL NYLON TIPS can be put on cold, by machine or hand, with no heat or lubricants needed,

#### AEROSOL RESEARCH COMPANY

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Aerosol Research Company, 743 Circle Avenue, Forest Park, Illinois

Please rush full information, prices and samples of the new AR-74 Valve today.

Company.

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Title

Address

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State





Whatever your packaging requirements, you'll find...

## More Sales Power Per Package







REMEMBER... Waxed Paper is more

than a wrapper. It billboards your brand, merchandises itself, sells itself. Waxed Paper is an advertisement

with genuine appetite appeal.

In fact—It's an appetizement!







WAXED PAPER MERCHANDISING COUNCIL, INC.



# ... with WAXED GLASSINE

Solves troublesome inside and outer packaging problems at savings! All the qualities packagers insist on: good showmanship, built-in protection, excellent surface for lifelike reproduction of product and merchandising brand name!

#### THE POWER OF WAXED GLASSINE OUTER WRAPS:\*

- More eye appeal Sparkling clean surface provides perfect background for brilliant, contrasting colors, makes the most of appetizing illustrations, lets you use entire package for powerful all-over sales-winning designs that prompt purchase by brand! Waxed Glassine comes in many weights, many colors—one just right for the job in mind!
- Biliboards your brand Every package is a billboard in the store and in the home, generating impulse sales and assuring repeat customers with its fresh, inviting look, strong appetite appeal, stand-out brand identification and proven selling features!

#### INNER AND OUTER WRAPS OF WAXED GLASSINE:

- Extra flavor protection Safely seals in all that desirable just-made goodness, keeps customers coming back for more. And satisfied shoppers mean satisfied retailers!
- Extra freshness protection Self-sealing Waxed Glassine protects against moisture invasion, maintains freshness and texture best for longer shelf and pantry life. Easier to open, easier to reclose, contents keep fresh and tasty for the life of the package!
- Extra grease proteotion Waxed Glassine wrappers resist penetration by fats, oils, shortenings. No more rancidity problems! Your package stays clean, inviting, colorful!
- Extra strength Waxed Glassine passes every rugged test of delivery, in-store and consumer handling! Made stronger to stack better, it cuts down crumbling, breakage, ripped wrappers and returns that shrink your profits!
- Low cost Lower basic costs plus constant, dependable supply combine with other Waxed Glassine advantages to produce a package that reaches out and sells! Result: increased net profits for you!



Waxed Glassine teams up with the experience, facilities and service of the nation's top converters, to give you modern packaging and product protection that pays off in bigger packaging business—and the job doesn't stop here!

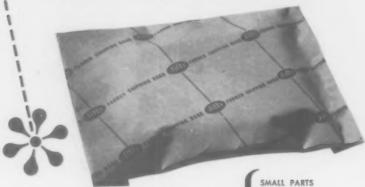
Traffic-stopping designs, actual samples, proven sales ideas, complete cost sheets show how Waxed Glassine pays off in better packaging, higher brand profits! See your Waxed Paper salesman, or write or telephone us direct.



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#### WITH BUILT-IN CUSHIONING



THE COMPLETE SHIPPING UNIT FOR

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...AND OTHER
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- # SAVE OVER 76% PACKING TIME.
- \* AS EASY TO USE AS AN ENVELOPE.
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- \* REPLACES CORRUGATED BOXES.
- # SAVE MATERIAL COSTS \* LABOR COSTS \* POSTAGE.
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- \* 10 STANDARD SIZES
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PAPER PADS AND BLANKETS Packing protection for assemblies, fenders, bumpers, etc. Flexible—ideal for odd shaped objects. Non-abrasive. Low cost.

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For highly finished surfaces of precision parts.
Composed of layers of rugated kraft,
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- MACERATED PAPER PADS AND BLANKETS
- ☐ KUSHION-KRAFT

NAME\_\_\_\_\_\_COMPANY\_\_\_\_\_STREET\_\_\_\_

#### **Best-designed tubes**

An award of \$1,000 made available to the Package Designers Council by the Collapsible Tube Mfrs. Assn. to give recognition for the best design on collapsible tubes was announced at the PDC awards luncheon, Feb. 15, too late for inclusion in the Feb., 1957, issue of MODERN PACKAGING.\*

The prize money was divided evenly between two winners who





Winners that tied for first place for best design on collapsible tubes.

tied for first place. The winners were:

Charles Magers of Princeton, N.J., for a tube designed for Ortho Products, Inc., "Delfen" and manufactured by Sheffield Tube Corp., New London, Conn., and White Metal Mfg. Co., Hoboken, N.J.; Gerald Stahl Associates, New York, for the tube designed for Fiske Bros. "Lubriplate" and manufactured by Aluminum Co. of America, Pittsburgh, and White Metal Mfg. Co.

"See "Package Designers' Winners." Moders Packaging, Feb., 1957, p. 87.

#### Non-fogging cellophane

[Continued from page 172]

to wrinkle and pucker than conventional cellophane, gives a high degree of water-vapor protection, resists degradation caused by contact with oily or greasy products, withstands abrasion and crumpling very well and has a high degree of clarity.

The new film is available at present in 450 gauge only, although a thinner gauge is expected to be offered in the near future. Printing may be by gravure or flexographic



# Berco's Contract Packaging Service Covers:

- Designing the basic package around standard automatic machines.
- Selecting the proper packaging materials.
- Laying out wrapper designs.
- Incorporating opening-tape, code and price marks, etc. into design of package.
- Multiple-packaging and bundling applications.
- Production runs, starting with small quantities for market-testing, seasonal packaging, holiday requirements, and special merchandising deals.

Package Rosearch & Dovolopment

BRONANDER ENGINEERING & RESEARCH CORP. . NORTH ARLINGTON, N. J.

# Poly On "Nylar"\* laminated by PRINT-A-TUBE

Pol. —an extrusion coating of polyethylene on "Mylar"—gives you a combination of advantages that add up to an extremely durable, transparent film suitable for a wide range of packaging needs.

P.O.M. is available in rolls or pouches, plain or printed.

**P.O.M.** combines the puncture resistance and sparkling clarity of "Mylar" with the seal-strength and MVT protection of polyethylene.

P.O.M. gives your package maximum strength and durability.

P.O.M. can be fed through most conventional automatic packaging machines.

P.O.M. is ideally suitable for vacuum packaging, and has high grease resistance and gas protection qualities.

P.O.M. gives your package extended shelf life.

P.O.M. is the film used for "boiling in the bag."

Write for your P.O.M. Fact Folder—enclosed in a P.O.M. bag, and containing price lists, yield charts and samples.

\* Du Pont registered trademark for its polyester film.



## PRINT-A-TUBE COMPANY

14 ESSEX ST. ROCHELLE PARK, N.J. HUBBARD 9-9780

Extrusion-Laminators • Printers • Converters

A quarter of a century of engineered packaging

process, although most polymercoated films in current trade use are printed by flexography. Thermoplastic resin-coated labels are recommended to obtain acceptable adhesion. Regular wax-coated labels, such as are used on standard types of coated cellophane, are not satisfactory for use on polymer coatings.

Extensive tests on the characteristics of the non-fogging film have been conducted in the laboratories of the supplier. Packages of Arnold's rolls held for more than three months at 0 deg. F. remained smooth and sparkling clear, it is reported, even when moved into a warm room. Throughout the storage period, the rolls reportedly maintained freshness and flavor.

Even certain non-frozen and non-refrigerated products have moisture-condensation problems which can be helped by the new film. Commercial tests by food manufacturers over a period of a year have reportedly demonstrated the effectiveness of the non-fogging film for cookies, cheese, candy and noodles. Based on the success to date, the supplier is in the process of providing additional coating facilities to meet the expected demand for this new film, designed, as it is, to lick one of the major problems in cellophane packaging.

#### Grease in film casing

[Continued from page 153]

universally acceptable size for the new package.

Advantages of the new, convenient grease cartridge in specific applications are numerous, the company says. On farms, for example, instead of having to transport a barrel or drum of grease from one piece of equipment to the next, each worker who operates a piece of equipment is given one of the cartridges to carry with him to the job.

The effect of the new package on sales has already been substantial, according to Mr. Hart, and on the basis of this success, the company is now in the process of developing a similar pack for heavier, industrial-type greases.

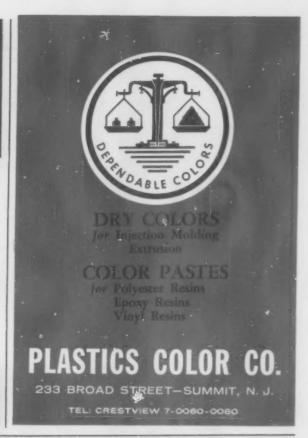
The new Standard Oil "sausage" grease pack is being marketed throughout the seven Western states, Hawaii and Alaska.



# STATIC!

The SIMCO "Midget" static eliminator is guaranteed to be the most effective means available to end static in all packaging machinery...including cutting, slitting, printing, bagmaking, wrapping and filling machines... and it is adaptable to all types of materials. Yet its operating cost is less than 1/10c per day! Write for facts today.

the SIMCO company 920 Walnut Street, Lansdale, Pa.



If your product is delivered in rolls a LEE will print on it.

Mylar

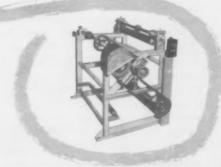
Foils

## LEE HI-SPEED POLY PRINTER AND REWINDER

for fine register printing on

Polyethylene Paper Pliofilm Cellophane Cloth Acetates

LEE HI-SPEED POLY PRINTERS are available in single color or multi color units, operate roll to roll or feed into folder, sheeter, or packaging machinery. They are designed for flexibility, accuracy, speed and simplicity in operation and maintenance. All LEE Machines and parts are of American manufacture, all gears, standard American 10 pitch.



THE LEE REWINDER rewinds any flexible material to approach the same even hardness, tension and straight ends that the converter finds in mill material shipments.



For additional information Write:



MACHINERY CORPORATION

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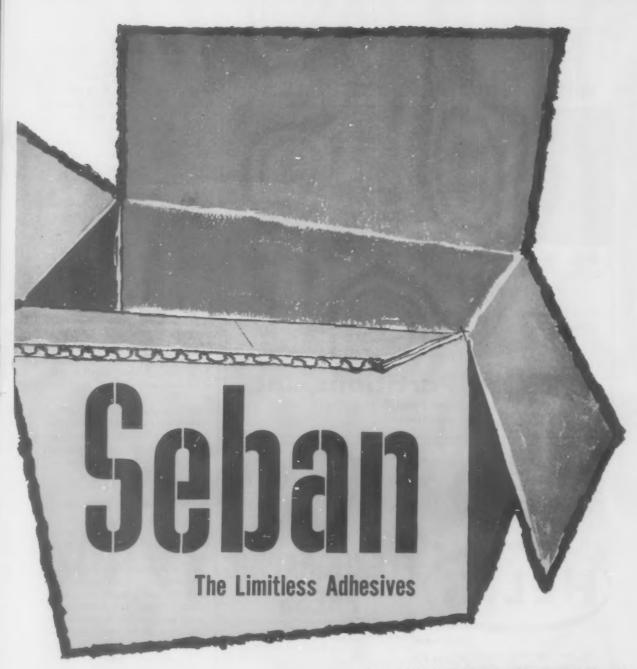


New wonder adhesives—A long-needed answer to these annoying costly sealing problems—and many more.

Poor bonding to impervious surfaces • excessive foaming in glue pot • excessive glue pot build-up • too critical a film thickness • extreme stringing • rate of set too fast or too slow • insufficient or excessive penetration • improper tack range • poor water resistance • short shelf life • unsightly squeeze-out • blistering • poor bond stability • unpleasant glue line odor • mold development • arduous glue pot clean up • short pot life • lack of, or too much pliability.

Seban is an extraordinary new line of polyvinyl resin adhesives. Though new on the market, it is not new in performance—for Seban has long been in test stages. It has been used on machinery you use yourself. It has been applied under actual packaging conditions similar to your own. It has been tested under the most severe circumstances likely to be encountered in day-to-day plant operations. And in every case—Seban did a superior sealing job!

Every one of the many grades of new Seban can be modified to meet any known specific requirement. Here's the adhesive you've been waiting for. Send the coupon today for further information.



Don't send for samples of SEBAN! Armour is not offering samples of SEBAN. Because, like any specialists you call on, Armour can't prescribe until we know your problems. However, once we know your needs we can recommend a grade of SEBAN for the job.

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- Send me additional information and technical bulletins on SEBAN.
- Have an Armour SEBAN representative call on me.

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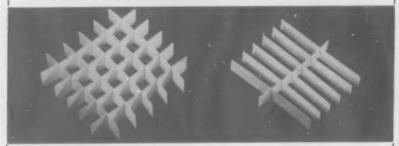
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Any size, quantity, and stock.

Ideal for cookies, plastics, toys, novelties, glassware, sporting goods, fruits.

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SESIGNERS AND BUILDERS OF SEEXOGRAPHIC AND ROTO GRAVURE PRESSES

#### Canners show

The 1957 annual meeting of the National Canners Assn., held concurrently in Chicago with the exposition of the Canning Machinery & Supplies Assn., Feb. 16-19, marked the 50th anniversaries for both organizations.

The NCA elected A. Edward Brown of Michigan Fruit Canners, Inc., its president and Edward E. Burns of Alton Canning Co., Inc., vice president. Carlos Campbell of Washington, D.C., continues as executive secretary-treasurer of NCA.

Convention keynoter was J. Roger Deas of American Can Co., who maintained that canning is vital to the existence of the United States. Also featured was a talk by the Hon. Howard Pyle, deputy assistant to the President of the United States.

The Canners Show theme was "1957-2007: The Golden Age of Canning." Most 1956 officers of the Canning Machinery & Supplies Assn. continue their two-year term of office through 1957. C. K. Wilson of the Food Machinery & Chemical Corp. is president; John C. Swift of White Cap Co., subsidiary of Continental Can Co., Inc., is vice president; and W. D. Lewis of Washington, D.C., is secretary-treasurer.

#### New Kleenex pop-up

[Continued from page 185]

the opening and remains in an upright position.

 The side opening is deep enough to indicate at a quick glance when the box is nearly empty and spur the consumer to purchase a replacement.

The new opening is covered, the company says, by issued and pending patents.

In accordance with promotional techniques the company has adopted for the past two years, the bottom of the 400-tissue Kleenex box is devoted to copy and artwork promoting companion Kimberly - Clark products.

Kimberly-Clark will continue to market Kleenex 200-tissues boxes with the conventional top opening because of this carton's widespread use in dispensers and holders with corresponding top openings. The 200s box, being only 2 in. high, has never presented the problem of tissues falling to the bottom of the box. VALUABLE



CONTENTS
DEMAND

THE FINEST
IN PROTECTIVE
PACKAGING

Manufacturers of all types of tin, tin-coated, aluminum, lead, and Sheffalloy tubes. To give your product a container that is safe, sanitary, lightweight, smart and convenient—specify SHEFFIELD. It pays to use the best.

Product of The Sheffield Tube Corporation Established 1850...Finer packaging from a century of experience Home Offices and Factory New London, Connecticut Sales Offices • New York • Chicago • Los Angeles





Battle Creek versatility permits wrapping of dozens of different sizes on a single machine with as little as 10 minutes changeover time. Continuous Flow® helps make every package

an impulse selling showcase, and Battle Creek's careful engineering gives you efficient, quickchange performance and package handling at lowest cost.

LET US WRAP YOUR PRODUCT. Send us samples of your products (or if they are perishable, describe the packages and sizes) and tell us the kind of overwrapping you require. We will either wrap and return them promptly with our recommendations, or give you our best suggestions in answer to your inquiry. If you have specific questions, we would welcome a letter from you.

"Continuous Flow Packaging"

BATTLE CREEK packaging machines, inc.

102 TWELFTH STREET, BATTLE CREEK, MICHIGAN

#### French Oscars

[Continued from page 218]

more than 450 firms exhibiting latest developments in packaging materials and equipment, and had a record-breaking attendance.

Among the interesting equipment exhibits was an automatic machine for applying heat-sealable labels, fed from a roll, on pharmaceutical ampoules at the rate of 10,000 per hour; a machine for inserting wadding into glass containers to hold capsules before closing the jars with combination aluminum-polyethylene closures; a machine for flexible vacuum packaging; a machine for efficient printing on round as well as flat surfaces; several new vacuum-forming machines, and a machine for welding plastic materials with infra-red rays.

#### Europe's packaging federation

The growing need for standardization of packaging procedures to meet the requirements of Western Europe as a growing, self-contained economic bloc was apparent in the reports of working committees of the European Packaging Federation at its annual general meeting which was held in Paris coincident with the Show.

Set up in 1953, European Packaging Federation membership is comprised of Packaging Institutes in 10 countries—Denmark, Germany, Finland, France, Holland, Italy, Belgium, Norway, Spain and Sweden. Currently the Federation is negotiating with Yugoslavia, Austria and Turkey.

The scientific research committee of the Federation is working with technicians in all European packaging laboratories for an exchange of technical data and test procedures that will eventually lead to the formation of standard test methods.

Another committee is working for the adoption by all European countries of standard-sized pallets, together with standard box sizes for efficient palletized handling.

A dictionary committee is compiling a basic dictionary of packaging terminology comprehensible in the major European languages. The German-English part of the dictionary is already near completion and the committee expects to begin work soon on appropriate translations to document the compilations in four



#### GROWERS CONTAINER CORPORATION

PLANTS IN SALINAS AND FULLERTON, CALIFORNIA AND JACKSONVILLE, FLORIDA



HEADQUARTERS in SALINAS, CALIFORNIA • SALES OFFICES — CALIFORNIA Salinas, Fullerton, San Francisco, Los Angeles, Santa Rosa, San Jose, El Centro, Freezia FLORIDA: Jacksonville, Orlando, Tampa, Lake Wales, Miami Springs • ARIZONA: Phoenix • ALABAMA: Birmingham • SOUTH CAROLINA: Greenville • GEORGIA: Atlanta



# SENTINEL\* PACEMAKER

The Sentinel Pacemaker, made by pioneers in heat sealing, is a thermal impulse sealing method, designed and engineered to give you these advantages:

- e Light Weight, compactness, low cost
- · Requires no skill
- Insures a safe, FAST and positive seal with ease
- Precision automatic controls for correct pressure, heat dwell time and COOLING dwell time
- Seals varied thicknesses of Polyethelone, Saran, Pliofilm, MYLAR, Acetate and Vinyl, etc
- No fussy installation. Just plug in and start scaling
   Economical — draws current only during
- Economical draws current only durin seconds when heating element is energized
- Simple, rugged, no service troubles
   Will soon pay for itself in faster production, improved seals

Sizes: 9, 13, 25 and 45 inches sealing area. Hand or foot operated.

For heavy-duty, large dimension jobs, the Sentinel High Speed Band Rotary Sealer — (Continuous Motion) and the Sentinel Jaw Type Sealer. Sentinel equipment meets U. S. Military Specifications.

Write for detailed literature



languages: German, French, English and Spanish.

A committee on packaging films is compiling data on the properties and use aspects of packaging films available in Europe and the United States. This committee has already published a fairly complete report devoted to individual film analyses with corresponding references. More than 130 films are described in this work, available through the Packaging Institutes in each European country.

A packaging course committee is documenting material as the basis for technical packaging training to be offered to all European Packaging Federation members inrough their own country's Packaging Institute or Center.

The task of studying the possibility of publishing EPF Technical Bulletins in several languages has been assigned to a public relations committee, while another committee is undertaking the classification of all documents and methods to facilitate a quick exchange of technical information from country to country.

The EPF, at its general meeting, re-elected its board and president. The board includes: S. Paternotte, Belgian Packaging Institute; Ake Sahlin, Swedish Packaging Institute; J. Hoffman, German Packaging Institute; N. Galletti, Italian Packaging Institute; W. P. A. Ditmar, Netherlands Packaging Institute. The board re-elected Mr. Ditmar, head of packaging for Unilever, Ltd., as Institute president for 1957.

Charles A. Breskin, chairman of the board of Modern Packaging Corp., publishers of Modern Packaging, was guest speaker at the general meeting of the EPF, suggesting a closer coordination of world packaging activities. Mr. Breskin was elected an honorary member of the European Packaging Federation.

The European packagers were luncheon guests of François Ollive, general commissary of the French Packaging Show.

#### New aluminum foil-lined corrugated box

Temperature control without the use of ice is provided by a new aluminum foil-lined corrugated box used by the Rockingham Poultry



Marketing Cooperative, Broadway, Va., for packaging cut-up fresh chicken. Use of the new container is reported to have reduced greatly shipping costs, yet offers excellent protective qualities.

This newly developed foil-lined corrugated box, with foil on the outside, is said to offer approximately 100% additional temperature control over a plain corrugated container, regardless of outside temperature. It is made in one piece

with a fold-over top. The entire box is corrugated boxboard laminated on the outside with 0.00035-in. foil. Each box holds 12 trays of cut-up chicken. Each tray is overwrapped with a printed polyethylene sheet, then heat sealed.

In initial tests, birds cooled to approximately 27 deg. F. were placed in a cold storage room (22 deg. F.) for 12 hrs. then transferred to the plant's boiler room (103 deg. F.) for 11 hrs. At the end of this period temperature of the birds ranged from 45 to 48 deg. F. and all birds were in good condition. The new foil-lined corrugated boxes reportedly kept the poultry below spoilage temperature point almost twice as long as did plain corrugated boxes during the tests.

The new foil-lined container is said to offer greater eye appeal. It is easily assembled and does not require stapling. No ice is needed to maintain temperature, which offers the user weight savings and resultant higher profit.

Credits: Stone Sta-Temp container developed by Stone Container Corp., 4200 W. 42 Pl., Chicago 32, and Aluminum Co. of America, 1501 Alcoa Bldg., Pittsburgh 19, Pa.

MOIS

Gravure Cartons by Berles

# printing at its finest



And now, with two high speed installations already turning out colorful cartons by the millions, Berles adds gravure to its list of modern facilities.

Beautiful printing, faithfully reproducing your art, gives food cartons mouthwatering realism... gives any carton a richness of color never before thought possible.

Capture the true beauty designed into your package with Berles gravure - 6 color rotary printing - unmatched speed, precision, economy, and, above all, printing quality.

May we show you samples? Write or phone for Berles' new 24-page brochure, describing all the Berles facilities.

POLITING PAPER BOXES
POOD CARTON SPECIALTIES
DISPLAY CONTAINERS
CELLOPHANE WINDOW CARTONS
MOISTURE & GREASEPROOF CARTONS
PARAFFINED CARTONS

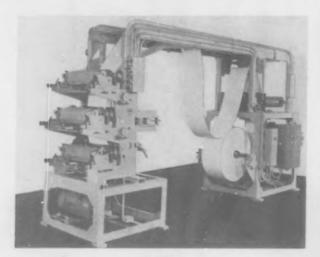
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88 Fifth Avenue, Paterson 4, New Jersey

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manufactures a wide range of web printing presses—flexographic, gravure, letterpress, lithographic, for roll-to-roll printing of cellophane, polyethylene, paper, board and other flexible materials.

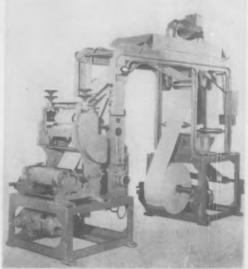


Junior 12" Stack Press. Prints up to three colors on webs up to 12" wide at 400 f. p. m. Highly compact (2' wide by 15' long). Ideal for commercial production or test runs. Equipped with double cascading electronic system. Perforating, slitting and sheeting equipment optional.

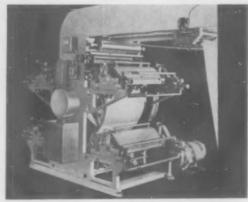


Included in the Manhasset line are Coating and Tinting Machines, Constant Tension & Web Guide Units, Rewinders, Slitters, Sheeters, Stackers. Also bag-making machines for notion, millinery & specialty bags—hand grip, flat, square, gusseted & multivall.

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One Station Flexographic 12" and One Direct Gravure 12" Press. Compact unit equipped with easily accessible controls—double cascading electronic system.



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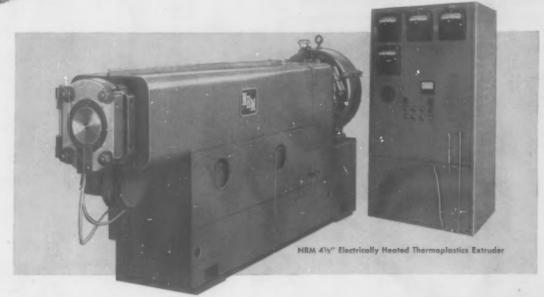


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Check our plastics engineers today. The same technology which has given the plastics industry the most significant advancements in extruder design is also available to assist you in the installation and *profitable* operation of NRM Extruders.

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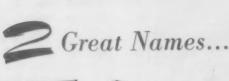
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Grip-A-Tab Bag Sealer



Derby Model 400



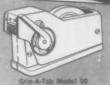
Derby Model 152



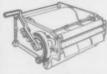
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Grip-A-Tab Model HDA



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Grip-A-Tab Model KS-3

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More and more packaging men are discovering that Steel Engraved Cylinders give them the printed package they are looking for. Converters are impressed with the way they out-last all other printing techniques and the fact that every impression is as perfect as the first—even after 3 or 4 years of continuous use! Moreover when printing critical materials you can be confident of perfect results with chromeplated steel,

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- \* Petterned Glue Rollers That Assure Stronger Grip

Make your next impression a permanent one—make it a steel engraved cylinder by Vitra-Tone. Write today for prices and details.



#### Upgrading the hot dog

[Continued from page 199]

furters and Eagle Brand Products, Inc., New York, for its Town & Country Brand all-beef knockwurst and pastrami. These packages are gravure-printed.

George Kern, Inc., New York, is vacuum packaging knockwurst, skinless frankfurters and all-beef frankfurters in pouches of ½-mil polyester film extrusion-coated with polyethylene only and has found a sales increase of 25%, due, the company believes, to appearance factors. Polyester's toughness enables the package to weather what Kern officials term "wanton abuse" in the supermarkets and returns due to package failure have been substantially reduced.

Plymouth Rock Provision Co. also is using this material for some of its products.

In general, the heightened eye appeal of these polyester-base materials, plus their superior preservation qualities, may well lead to a general trend to this type of consumer package for frankfurters. In view of the fact that the American public consumed close to 9½ billion hot dogs last year, such a trend could put a real strain on the available supply of polyester film.

#### Victory on squeeze line

[Continued from page 163]

package is more to the point than one that must incorporate attentiongetting designs and colors. Because it is light weight, unbreakable and functional, the squeeze bottle is favored for a number of Stanhome products, especially for spray products and for "travel" versions of certain items customarily packaged in glass.

Stanley has long been recognized as one of the pioneers in mechanizing packaging lines. It was one of the first firms to install automatic cellulose banding machines, led the way in the use of an automatic can unscrambler for "F" style cans and has an aerosol line which is said to be one of the most efficient in the country. Its use of the first automatic tube inserter is, therefore, part of the tradition for efficiency and progress in a modern plant that concentrates on effective packaging.

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POLYETHYLENE RESIN

Polyethylene because of its low cost, high water vapor resistance, and excellent heat sealing properties, is becoming more and more popular for moisture barrier applications. It coats practically everything used for flexible packaging of industrial or consumer items. It adheres tightly to papers, fabrics, films and foils. It adds strength, too.

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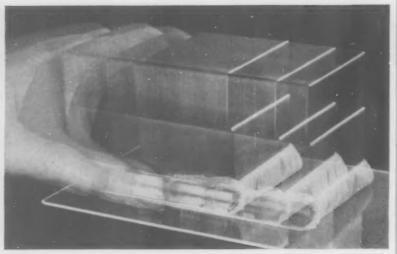
ADDRESS



MATERIAL "X"

A 3" by 8" sample of cushioning material
"X" is wrapped around the scratch block.

Note the dial reading of the micro-threaded needle.

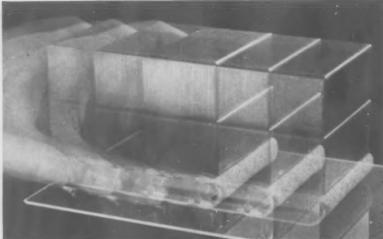


The test block has been placed on a sheet of clear plexiglass. Metal weights have been applied to the top of the test block to simulate load. The test block is now gently pushed across the plexiglass sheet.

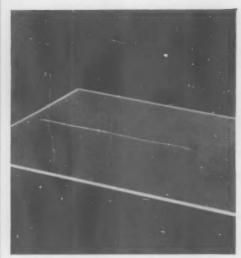
# "SCRATCH TEST" SHOWS GIVES YOUR PRODUCT



KIMPAK
A 3" by 8" sample of Kimpak of equal thickness to
Material "X" is wrapped around the scratch test
block. The needle setting remains as above.



The same weights are applied to the top of the test block as in the above test and forward motion is applied. Note in either test there is no downward pressure other than the given weights.



The weights and test block are removed. The plexiglass sheet clearly shows damage to the surface. The scratch needle has broken through the surface-protecting material.



The "scratch test" shows the effect of a protruding point breaking through cushioning material. An adjustable needle protrudes from the underside of a plexiglass test block. The block is wrapped in cushioning material and weights are applied to simulate load. When moved across the surface of a plexiglass sheet, a scratch appears on the sheet if the cushioning material does not provide sufficient protection.

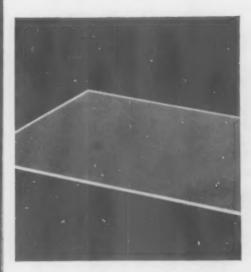
NAILS, rough spots in wood, corrugated fiberboard or other coarse packaging materials can break through inadequate surface protecting material and result in concentration of load on a small point or area with damaging results.

The surface-protecting cushion you select must have the necessary thickness under load to distribute the load evenly over the entire surface area and prevent such a break-through.

Call Kimberly-Clark today for a Kimpak packaging engineer to see you. He'll help you with your packaging problems and demonstrate the "scratch test" with Kimpak and any other cushioning material you select.

#### WHY KIMPAK\* INTERIOR PACKAGING

## BETTER SURFACE PROTECTION



After weights and test block are removed, the plexiglass sheet is shown to be undamaged. Lack of scratch marks reveal superior surface protection with Kimpak.

\*T. M. REG. U. S. PAT, OFF.

FREE—Check the effective thickness of your cushioning material



The effective thickness of a cushioning material is its thickness under a standard load. Here's how you can check the effective thickness of the cushioning material you are now using. It's easy with this precision-made, aluminum standard weight which applies the 3½ pound per square foot load required by Federal Specification. This weight is free to all packaging engineers and cushioning buyers. Just ask the Kimberly-Clark representative who calls on you or write Kimberly-Clark, Dept. M-37, Neenah, Wisconsin.



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For plastics and all non-metallic materials. Loads, threads, slifs, rewinds from front of machine. Prevents fusing, interleaving. Slifs as marrow as 45° on 2 to 40 gauge rolls up to 48"



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BENCH MODEL SLITTER

For any 1-man slitting and convenient location in any job area. Slits narrow as ½" on any gauge Teflon, plastic, paper, leatherette, fibre-cello, acetate, foil. Takes parent rolls up 18" wide, 12" diameter, cores from 1½" to 3".

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#### RIGHT-ANGLE SLITTER

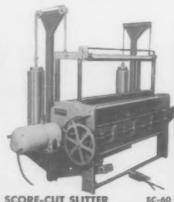
for BLISTER-PACK & VACUUM FORMED PLASTIC

apart master shoets of skin-packaged products with-

#### DRUM SHEETER

with SHEET COUNTER, ADJUSTABLE DRUM

articantal-low or me adjusts for shoots 39" to 40" long, takes materials to 60" wide. Blade olders guide kulfe for sheet apparation. Cut least retain noution on drum until starked to up bright. Feeds, revinde paper, plastics, auted å plain fabrics, celle, etc., rule to



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MOST VERSATILE-EASIEST TO USE

per, profitable production with only 1-he ining! Push-button inching control, movab

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#### Polyester in barriers

[Continued from page 229]

in handling thin films for laminations, build-up of static electricity in laminating processes and development of suitable laminating adhesives have been solved. Generally, it may be said that the laminating industry has learned how to handle polyester films efficiently and economically.

#### Future

Now, what of the future of polyester laminates in military packaging? Undoubtedly, the use of these constructions in their current role (as non-heat-sealable Grade A greaseproof barriers and in Grade C greaseproof barriers) will continue to grow. But, in addition, new forms and combinations of polyester film will call forth new applications. For example, a new product that is presently being evaluated for military applications combines polyester with other plastic films to get the maximum benefit from the properties peculiar to each. Surely, such a construction will find a use in military packaging.

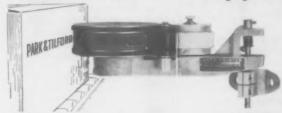
One drawback currently found in polyester film laminated to, say, paper, is the lack of heat sealability of the plastic, since many military packaging methods require a heatsealed package. Considerable work, such as pre-treatment of the film with benzyl alcohol, has been done (4) and is being done in attempts to make polyester film heat sealable and great strides have been made in this direction.

Once the ready heat sealability of polyester is perfected, its scope in military packaging should be increased many fold. Certainly, a heatsealable, Class 1, Grade A greaseproof barrier under Specification MIL-B-121A appears to be one outcome of such a development and the extension of polyester films into the realms of other flexible military barriers (i.e., waterproof and watervaporproof) would merit serious thought and study.

One cannot help but be impressed with the rapid growth of polyester film laminates in military packag-

That this growth will continue and expand appears fairly certain. While it should be appreciated that use of polyester film laminates is not

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Low cost . . . "Whippet" sells low, seldom requires attention or maintenance.

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Saves . . . expensive hand stencilling, pre-printing, storage and inventory costs.

Proved practical and economical an almost any marking problem — in plants all over the country — "Whippet" is so simple, well designed and manufactured that experience proves they serve faithfully and profitably far beyond ordinary equipment. See how they can improve your operation.

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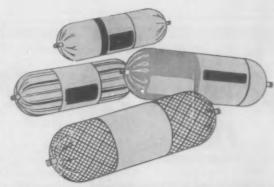


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Come in and see the latest, most modern method of complete packaging — write us for tickets — or write for bulletin M3.





# YOUR PRODUCT SELLS FASTER IN "CHUB" PACKAGE

Kartridg-Pak's automatic machine makes complete Chub packages in sizes from 4 to 16 oz.

Forms, fills, and closes 1800 packages per hour Continuous – Automatic

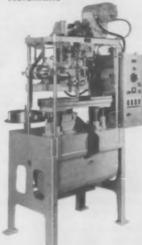
Makes a uniform, attractive package which means more impulse sales—more repeat sales for your product. And it's a convenient package for consumers to use. Gives added protection to your product.

Forms the package from flat roll stock thermoplastic film —saran, polyethylene, and others. Machine automatically closes package ends with wire clips made from roll stock wire.

Printed or plain film can be used. Package identification can be made by use of printed film, or by attaching attractive band labels.

Less total film and less laber are required with this automatic machine which means lower production costs. Flat film results in reduced film costs. Only one operator needed.

Machine accurately meters a semi-viscous product to control weight.



Floor space is saved. Machine is compact. Size 4 ft. wide x 3 ft. deep x 7 ft. high.

Low upkeep and maintenance are assured by the experience of present users.

For further details see Kartridg-Pak Representative

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# HELPFUL BOOKLETS FREE!

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FIBRE CANS. 8-page illustrated booklet describes line of metal-end fibre cans in round and oblong shapes with several wraps and liners. R. C. Can Company. (C-753)

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A Breskin Publication

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a panacea for all military packaging problems involving flexible barriers, their many outstanding properties have helped insure that military supplies will get to the using troops in first-class condition.

#### Test methods

The test procedures used in this research are those detailed in Specification MIL-B-121A, copies of which may be obtained from any Department of Defense Procurement Office.

#### References

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#### Feeding a coffee-can packing line

An automatic line in use at the coffee plant of Joseph Martinson & Co., New York, opens corrugated cartons of empty coffee cans, dumps the cans, unscrambles and conveys them to the filling site at a speed of 240 one-pound cans per minute. The cartons meanwhile are routed to the

and oil, but this is the first such installation in the coffee industry.

The installation, 100% mechanical, has reduced dented can incidence from 5% to less than 1% and eliminated invisible can damage which formerly affected vacuum packaging of the coffee, Martinson



Spiral rail inverts coffee cartons as they move from left to right.

end of the company's coffee-filling line to be re-used as shippers for the filled cans.

With a potential of 360 cans per minute, the installation consists of a carton unloader used in conjunction with a can unscrambler. Similar set-ups have been utilized to handle the smaller containers commonly used for vegetables, dog food, beer says. It requires only one attendant as opposed to two workers formerly needed for the job and has eliminated shipping-carton handling and storage.

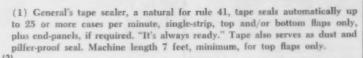
Cartons of empty cans are fed to a conveyor which carries them to the carton unloader's feed-in. As the carton advances along the feed-in conveyor, its flaps are plowed open



Carton Tape Sealer top and/or bottom flaps only. Plus ends as required.

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# CASE SEALING WITH TAPE AND OR GLUE...



(2) General's automatic top flap-gluer and/or taper of filled containers has no equal. Has closed-system. There's no need for "clean-up," it's always ready. Saves ½ hour production time daily. CLOSED-SYSTEM CAN REPLACE GLUE-POT METHOD IN OTHER MACHINES.

(3) General's one-man bottom flap-gluer and/or taper of unfilled cartons is "the best yet." Does more and better for less. Only 5' wide by 9' long, HAS "U" RETURN DELIVERY.

• General's case sealers have all the design features that engineered the unequaled "General Line" for taping or gluing the "manufacturers-joint" in container manufacturing plants throughout the industry. It's really wise to General-ize.

THE BEST NAME IN TAPING AND GLUING

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Carton top flap-gluer.
And/or tape sealer as required.



One-man carton bottom flapgluer. And/or tape sealer as required.

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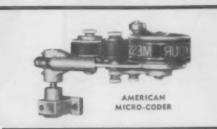


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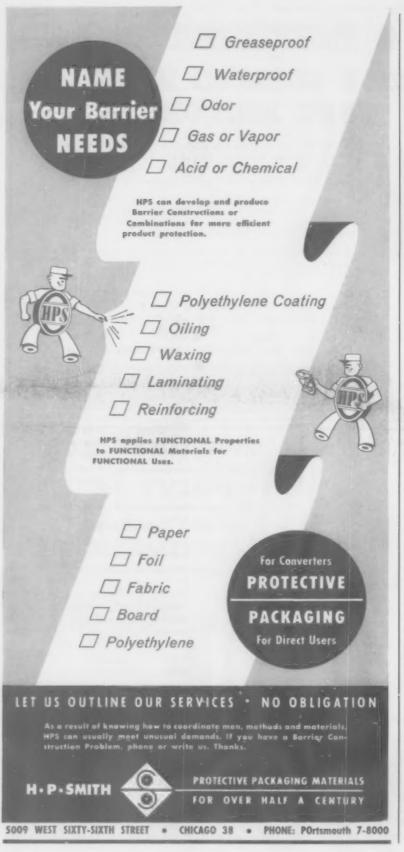


- The American Micro-Coder . . . a precision, friction-driven coding machine. Easily attached to all conveyers, curton nealers, packaging and process equipment. Speeds production—reduces costs on carton and box imprinting. Simple to operate and maintain. Exclusive American no-mix liquid ink makes quality impressions—dries instantly.
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and one flap is gripped between a pair of overhead transport belts. The belts, moving faster than the feed-in, slide the carton along a spiral rail which inverts it. The upturned carton is spanked by a vibrating rail, dumping its contents on the unscrambler receiving belt.

In the unscrambler, cans are flatpositioned by means of parallel



belts (see photo above) moving at different velocities and by a revolving overhead brush. They are then delivered through a chute to a trough which turns open ends up. They are conveyed through a twister, then belt-fed to two gravity chutes for the trip to the filling machines.

Credits: Carton unloader by American Can Co., 100 Park Ave., New York 17. Can unscrambling system by Dudley Machinery Corp., Mountain View, Calif.

#### **Packaged brick**

[Continued from page 201]

put the normal load of 20,000 unpackaged brick into a box car takes 8 manhours. Packaging and loading of corrugated-wrapped brick takes only 4% manhours—about 40% saving of labor time.

Though the Glen-Gery container is designed for 500 standard bricks, it can also package different numbers of bricks of other sizes. Glen-Gery makes bricks of many different colors, textures, shapes and sizes.

The company ships to customers over an area about 1,000 miles in radius. It finds trucks more efficient for hauls of less than 200 miles, rail more efficient for shipments more than 200 miles. Its eight plants are all in Eastern Pennsylvania.

A machine for packaging brick probably will be the next forward step in brick loading; one company is reported to be developing an automatic machine to wrap bricks in packages of 62 each.





# ONE DEFECTIVE PACKAGE COST YOU?

Let's keep it at a minimum. Suppose just one customer gets annoyed – and stays annoyed just long enough to cost you just one repeat sale.

Your loss may be only pennies. We hope so. Because *pennies* is our major theme at this moment.

Many elements go into the packaging of your product. Your engineers and factory superintendents and purchasing agents concern themselves with package design, with filling, wrapping and labeling machinery, with board and paper stocks, with inks and with adhesives.

Tie the adhesives to the pennies – and you have our story in a nutshell.

The adhesives you use are the least costly of all your packaging materials. They constitute a very small percentage of your total cost of packaging. Now add this fact—the finest adhesives, made to exacting specifications for each particular application, cost (per thousand packages) only fractions of pennies more than do run-of-mine adhesives. Every time a specification adhesive helps you to deliver one more package in perfect and good-looking condition,

it has saved you many times its cost — measured in terms of just one unhappy consumer.

We invite the opportunity to discuss this matter with the proper people in your organization and to help them prove to themselves the basic economy of having all your adhesives requirements met by specification adhesives.

We operate in the belief that there is only one "best" adhesives formula for each particular application. Supporting this belief is the fact that more than 10,000 adhesives formulas have been worked out in our laboratories — in the service to our customers. Today we serve the leaders in a hundred industries — and thousands of small users.



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# HELPFUL LITERATURE

There is valuable data - worth dollars and cents to you in the literature and samples described below.

#### EQUIPMENT . SUPPLIES . SERVICES

POLYETHYLENE DRUM CONTAINERS. File folder describes company's molded poly-ethylene drums for bulk packaging of cor-rosive materials. Available in 5 to 55 gat sizes. Includes properties chart. Delaware Barrel and Drum Company.

BOXBOARD SAMPLES. Booklet contains samples of company's extra-strength kraft-type lined and unlined colored boxboard. Includes chart on types, uses and characteristics of boxboards. Columbia Box Board Mills, Inc.

FIBRE CANS. 8-page illustrated booklet describes line of metal-end fibre cans in round and oblong shapes with several wraps and liners. R. C. Can Company.

BOX AND LABEL PAPER. Sample folder shows pyroxylin-coated paper available with metallic finishes in several colors in stock sheet sizes of 20 x 26 in. and stock roll widths of 26 and 52 inches. The Plastic Coating Corporation.

STOCK GIFT DISPLAY BOXES. Illustrated catalog folder describes line of velvet-padded stock boxes in round, square, oblong, and irregular shapes suitable for gift packaging. F. H. Noble & Company.

AUTOMATIC CARTON SEALING MACHINE. Illustrated literature describes features of a floor model machine that automatically applies gummed tape to carton to produce dust-proof, filter-proof seal. General Corrugated Machinery Co., Inc. (C-756)

AEROSOL VALVES. Illustrated bulletin gives engineering data on line of aerosol spray and foam valves, including models for dispensing most types of liquid and semi-liquid materials. Oil Equipment Labora-

TUBE AND JAR FILLERS. Illustrated 8-page catalog describes company's extensive line of jar and tube filling equipment and such accessory devices as tube closures, crimpers, agitators, tanks, tube trimmers, threaders and converting equipment. Arthur Colton Co. (C-758)

ANALYZING ODOR AND FLAVOR. Folder describes techniques for evaluating odor and flavor of materials by using a "sen-sory panel" of trained personnel. Evans Research & Development Corporation.

MARKING AND SEALING SHIPPING CONTAINERS. 60-page catalog describes line of equipment for marking and sealing shipping cartons. Includes tape machines, engraving dyes, carton printers, bag stitchers and wire stitchers. Diagraph-Bradley Industries, Inc.

VACUUM LIFTING DEVICE. Illustrated literature describes hand-operated vacuum plate that grips hard-to-handle materials such as sheet metal, plastic sheet, and glass, thereby facilitating handling. Inter-national Staple and Machine Co. (C-761)

AEROSOL EQUIPMENT. Folder lists con pany's line of aerosol equipment, including filling machinery, can and bottle handling equipment, testing and control units, refrigeration and general supplies. Mojonnier Associates, Inc.

FLEXOGRAPHIC PRESS. Folder describes multi-color press for printing on board, plastic, cellophane, or paper in 20, 26, 36, and 44 in. sizes. Includes drawings that show how press can be used to work in line with fabricating equipment. Chambian color of the state plain Company, Inc.

PAPER BAG CONTAINERS. Folder describes Pennsylvania company's facilities for the design, manufacturing and printing of kraft, plastic lined, glassine, and airtight-waterproof bags. American Bag and Paper Corp.

PACKAGING EQUIPMENT. Illustrated folder describes a machine that forms liners or bags from paper or cellophane, a wrap-ping machine that handles cellophane or ping machine that manufes concerned wax coated paper, cartoning machine, and carton sealers. National Packaging Machinery Company. (C-765)

CONVEYORS FOR MATERIALS HANDLING. IIlustrated literature describes line of belt, overhead chain, roller gravity, and live roll conveyors, and automatic hoists, lifts, and elevators. Industrial Conveyor Corp. (C-766)

CARTON AND LABEL IMPRINTER. Folder describes machine that code marks and prints numbers and letters on flat and folded cartons and labels. Models avail-able to handle 4,000 to 5,000 units per hour, Includes sample carton printed by machine, B. Verner & Co., Inc. (C-767) (C-767)

TYING MACHINE. Illustrated folder describes machine that ties twine around loose bundles and secures twine with metal seal. Includes specifications chart. L. F. Fales Machine Co.

AUTOMATIC CARTONING LINE. 8-page booklet describes features of a fully automatic constant motion cartoner. Also illustrates carton feeding and opening process. R. A. Jones & Co. Inc. (C-769)

ELECTRONIC PRODUCTION CONTROLS. Illustrated folder describes electronic controls for the production line including counters, rectifiers, and filters. Sensory Incorpo-

PLM EXTRUDERS. Illustrated 16-page catalog describes line of extruders with 1% to 12 in. diameters suitable for extruding film and sheet. Includes illustrations of accessory equipment such as pull-off units and conveyors. Hartig Engine and Machine Company. chine Company.

FILLING AND SEALING DRUG CONTAINERS. Catalog folder describes fillers, crimpers, and sealers for vials, ampuls, tubes, and bottles. Popper & Sons, Inc. (C-772)

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#### EQUIPMENT · SUPPLIES · SERVICES

FILLING EQUIPMENT. 18-page booklet describes filling principles and design characteristics of company's line of filling machines. Contains table listing 48 products in typical viscosity classes that machines can handle. Food Machinery and Chemical Corporation.

(C-773)

MEAT STALERS. Illustrated folder describes special features of rotary heat sealer for cellophane, glassine, foils, coated papers, and laminates, and a continuous band sealer for polyethylene, Pliofilm and other plastic films. Doughboy Industries. (C-774)

AUTOMATIC WRAPPER. Literature describes machine that automatically wraps any size or shape package with any roll-fed wrapping material. Also shows automatic loading attachment, card or u-board feeder, code dater, and end labeler. Hayssen Manufacturing Company. (C-775)

LABEL SAMPLES. Folder contains samples of company's gummed multi-color labels suitable for packaging, and point-of-sale applications. Ever Ready Label Corporation. (C-776)

CLOSURES FOR GLASS CONTAINERS. Illustrated brochure describes line of stock molded phenolic and urea closures, Also discusses custom-designed closure service. Armstrong Cork Company. (C-777)

OFFSET PRESS. 8-page booklet illustrates features of single-color offset lithography press that handles 11 x 15 to 23 x 36 in. sheet sizes. Also lists capacities of company's two-color presses. American Type Founders.

METAL CONTAINERS. 24-page brochure describes this company's manufacturing techniques, testing procedures, and facilities. Metal Division, Continenal Can Company.

FOIL PAPERS AND BOARDS. Sample folder includes foil papers and boards available in standard and special colors in 26 in. width up to 55 in. length. The Gummed Products Company. (C-780)

CLOSURES AND SEALING MACHINES. Catalog describes line of metal closures for bottles and jars, including non-threaded and vacuum types, and sealing machines for applying these closures. Anchor Hocking Glass Corporation. (C-781)

AEROSOL PACKAGINO. Folder describes Ohio company's custom packaging and contract filling of pressurized containers. Also discusses liquid packaging in conventional containers. Eveready Pressurized Products, Inc. (C-782)

FLEXIBLE PLASTIC PACKAGING. Illustrated folder contains samples of polyethylene-coated Mylar flat bags suitable for packaging jewelry, small parts, hardware. Acme Backing Corporation. (C-783)

PRESSURE CONTAINERS. Folder illustrates line of metal containers for aerosols in 3 oz. to 1 pint sizes. Also shows valves and closures in line. American Can Company. (C-784)

CAN MANDLING EQUIPMENT. Illustrated literature describes an unscrambler for delivering filled cans to labeler and a crate unloader for feeding cans from crate to unscrambler. Shuttleworth Machinery Corporation. (C-785)

MACHINE FOR ROLL FED LABELS. Illustrated folder describes machine that applies roll fed heat seal labels at speeds up to 60 a minute to all types of containers and surfaces. Dumatic Industries. (C-786)

RUBBER COVERED ROLLS. Folder describes rolls for printing presses, coating, embossing and similar applications, available with natural, synthetic rubber, and rubber-like plastic coatings. Tyer Rubber Co. (C-787)

GLASS REINFORCED PAPER. Illustrated literature describes glass reinforced waterproof paper that resists tearing and rotting. Suitable as a wrapping substance, for weather protection, and as a crate lining. Angier Corporation. (C-788)

METERING DISPENSER. Folder describes device for converting containers into automatic measuring dispensers for dry, freeflowing materials. A die cut cardboard attachment is fitted into boxes, cans, or iars. United States Metered Container Corp. (C-789)

PLASTIC CONTAINER. Illustrated folder describes transparent container that features a card-like bottom suitable for printing. Also shows company's combination plastic container-display unit. Cambridge Paper Box Company. (C-790)

POLYETHYLENE TUBING COMPARISON. Folder compares yield, yardage, width, gauge variation, edge alignment, and clarity standards of average blown polyethylene tubing with company's tubing. Andmar Plastic Co., Inc. (C-791)

WEIGHT CONTROL UNIT. Illustrated folder describes unit suitable for use with any checkweigh scale that continuously computes and records filling weights on the production line. Scale Specialties & Systems. Inc. (C.792)

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A single operator can tend several machines, needs only push the starting switches and keep the magazines supplied with blanks. For information about the money-saving, labor-saving TL-i00 Traymaster, phone or write our nearest office,

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#### The Packaging Show is ready for Chicago

[Continued from page 197]

T. W. Trainer, J. M. Wells, T. O. Williams, V. N. Winkler, R. E. Reynolds. Hotel: Conrad Hilton.

AMSCO PACKAGING MACHINERY, INC. Booth 814. Exhibit of the new automatic jaw bag sealing machine that seals, header labels, punches, code dates and imprints in one operation; poly rotary sealer for polyethylene and Pliofilm bags; and rotary sealer for other materials. Personnel: E. E. Messmer, J. Keenan, Jr., J. Sylvester, E. Watson, S. Watson, J. Kelly, F. Czifra, G. Wiedersheim, H. Weber. Hotel: Palmer House.

ANDERSON BROS. MFG. CO. Booth 653. Display of automatic nesting-type cup dispensing, filling and capping machine with Roto-Matic cup magazine and Bulk-O-Matic capper; rotary filler and semi-automatic filler; semi-automatic bagger; manual fillers; foot-operated capper; power capper; automatic cup dispensing, dry filling and capping machine; utility table: also Sani-Lok fittings. Personnel: R. F. Anderson, W. E. Gunnerson, W. Johannes, R. LaForge. Hotel: Eastgate.

APEX MACHINE CO. Booth 1280. Exhibit of high-speed container printing and multicolor cover printing machines; also semi-automatic and hand machines

using dry-plate offset, flexographic and hot-stamping methods. Personnel: O. Bodor.

ARABOL MFG. CO. Booth 964. Packages labeled or assembled with Arabol adhesives on exhibit; also chemists and representatives with field experience in packaging applications of adhesives available for consultation. Personnel: A. J. Leary, W. Knobloch, F. McCourt, R. Bailey, W. Beaver, D. Rollin, A. Gnewuch, F. Belletire. Hotel: Congress.

ARENCO MACHINE CO., INC. Booth 1234. Demonstration material for various packaging machines; information on aluminum cap-sealing equipment produced by Schubert & Co.; also latest type Gan twin-tube filling machine featured. Personnel: R. Johnson, H. Morse, T. Gronberg, L. Eriksson. Hotel: Palmer House.

ARMOUR & CO., Curled Hair Div. Booth 1255. Exhibit of delicate instrument packaging with Hairflex sheet stock; die-cut sheet stock; molded rubberized curled hair products; also Armofoam (flexible polyurethane foam). Personnel: J. G. Newall, J. E. Krausfeldt, D. Nogle, C. Campagnoli, V. Marrow.

ASKANIA REGULATOR CO. Booth 432. Exhibit of new, light and heavy

duty backstands, new, light-duty edge position control and standard edge position controls. *Personnel: F. Markey*, B. Main, J. Deering, J. Lohr, T. Watkins, T. W. Lasiewicz, A. J. Lindeman, C. Roberts, D. Madden.

AUTO-VAC CO. Booth 657. Exhibit of the Auto-Pak model for akin-pak, snap-pak and blister pack; Lab-Vac model sampling machine; also new machine of advanced design. Personnel: E. B. Stratton, Jr., R. L. Butzko, V. Hanford, W. Moss. Hotel: Conrad Hilton.

AVERY ADHESIVE LABEL CORP. Booth 727. Demonstration of the new pressure-sensitive E6-6 automatic electric label dispenser and H4-5 manual label dispenser for single or multiple-width rolls of pressure-sensitive labels; also free samples of Perma-Grip (non-removable) and Kum-Kleen (removable) labels. Personnel: J. Watts, A. Smith, R. Anda, W. Landeck, C. Malone, W. Antonoff, J. Wilson, C. J. Lee, J. S. Torrey. Hotel: Sheraton.

BAKELITE CO., a Div. of Union Carbide & Carbon Corp. Booth 922. Display showing general uses of Bakelite plastics materials in the packaging field. Hotel: Palmer House.

BARTELT ENGINEERING CO. Booth





The various types of product packages illustrated use Rhinelandor Glassine or Greaseproof as either an outer or inner wrap.



#### RHINELANDER PAPER

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GLASSINE — Bleached, unbleached, colored, transparent, opaque, window envelope, wax-laminated, heat sealing, coated or toilor-made to fit your requirements. GREASEPROOF — Bleached, unbleached, laminated, wet strength, transparent tracing and transparent manifold parchment grades. PAPERS FOR — Corrugation • Lamination • Bag Conversion • Window Envelopes • Printing.

983. Demonstration of new automatic stand filler with auger-type filler for handling powders, granulated solids, semi-liquids or liquids, with volumetric filler, infeed and discharge conveyors for standard and compression filling of cartons, cans and bottles; an automatic packaging machine to handle various pharmaceutical powders and pills. Personnel: H. L. Bartelt, D. E. Bartelt, W. T. Boston, R. D. Lamb, E. R. Peterson, R. H. Baker. Hotel: Palmer House.

BASCA MFG. CO. Booth 699. Aluminum foil containers, closures and equipment for handling; Ribfoil cups and closures in 4, 8, 12 and 16 oz. sizes; automatic dispensing, filling and sealing equipment; Fords Synchro-Print capping presses for in-plant making of closures from reels of pre-printed aluminum foil; Synchro-Print foil reels in one, two and three colors; "Capsule" press and foil for in-plant making and applying of aluminum foil hood and neck bands; Fords Synchro-Print press for in-plant making of pharmaceutical and aerosol caps. Personnel: G. L. Canfield, C. E. Schwartz, R. Hottel, W. Earhart, A. Estergren, E. Schaffer, C. Lambert, B. Schelske, M. Gatheridge, W. Kupfer, R. A. Sutherland.

BEMIS BRO. BAG CO. Booth 1213.
The new siftproof Bemistape bag closure demonstrating for the first time the Tape-Top bag-closing machine;
Bemis Packer-Ette, for filling and

weighing 25- to 150-lb. burlap, paper, cotton and waterproof bags; new polyethylene Baler bags; paper specialty covers for mattresses and pallets; also protective packaging Tekmold Ship Shapes and expanded applications for Transwall folding doors. Personnel: C. W. Ferguson, R. R. Radford, P. L. Leach, W. Conway, W. R. Siems, M. C. Barnes, B. A. Stevenson, H. Osland.

BENSING BROS. & DEENEY. Booth 805. Introduction of new Safe-T-Brite high flash-point safety flexographic printing ink for polyethylene, Mylar, saran-coated cellophane; new Mul-T-Brite high-speed ink (450 fpm) for polyethylene, all cellophanes, Mylar. acetate, aluminum foil, glassine and paper; also flexographically printed packages displayed and technical information on inks, Personnel: J. Deeney, H. G. Bensing, F. A. Hahel, Jr., A. Tobia, J. Plunkett, M. B. Lovsin, D. Caldwell, E. O'Boyle, R. Levand, C. Epler, P. Shellenbarger, W. Gregones, J. Schmidt, H. Heyer, J. Woods, S. W. Haug. Hotel: Morrison.

BINER-ELLISON MACHINERY CO. Booth 1167. Labelmatic machine on display. Personnel: R. P. Anderson, N. Lee, H. W. Eversole, M. M. Young, K. F. Booth, D. Hoskins, S. H. Lask, L. Rocca, G. R. Williams. Hotel: Bismarck,

BIVANS, E. L., INC. Booth 1114. Ex-

hibit of Tuck-O-Mat Model 50 with Model 321 printer; Model 54 Convey-O-Mat; Model 518 carton closer. Personnel: E. L. Bivans. Hotel: Sheraton.

BLACK-CLAWSON CO., Dilts. Div. Booth 744. TD-4 two-drum riding roll shear cut slitter-rewinder on display; also mill roll backstand with water-cooled air-operated brake. Personnel: W. D. Haskell, G. L. Booth, T. G. Cantine, J. E. Dain, D. A. Washburn. Hotel: Sherman.

BOSTITCH, INC. Booth 1065. Display of 20 or more types of stapling machines for packaging and shipping operations, Personnel: K. E. Joy, S. L. Smith, E. G. Gardner, D. E. Wright, R. L. Biggs, P. Roberts, P. Lightfoot. Hotel: LaSalle.

BRADLEY CONTAINER CORP. Booth 935. Exhibit of polyethylene squeeze tubes, bottles and cans; examples of containers used by drug, cosmetic, household and food industries; also details on how the company representative can assist with a complete packaging service including laboratory testing, filling and sealing equipment, artwork and merchandising aids. Personnel: H. E. Griffith, W. W. Willett, D. T. Hayes, R. A. Argenta, A. J. Hodder, E. W. Smith, R. M. Muller, C. C. Booth. Hotel: Sheraton-Blackstone.

BRAUN, W., CO. Booth 505. Exhibit of complete line of glass and plastic



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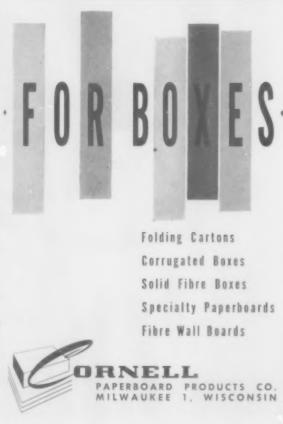


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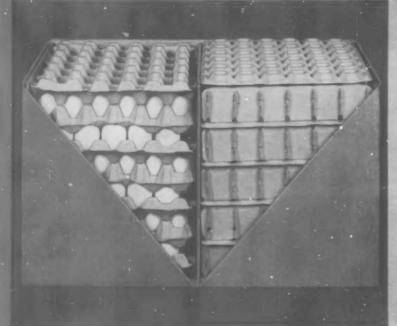
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# DON'T WAIT-INVESTIGATE

NEW WAY—The Modern labeler for the Modern Packer.

Labeling of most type cylindrical containers is done quickly, easily and economically. Machine can also be equipped with continuous label feed and a Feeding Elevator to take containers from an automatic line.

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BOOTH NATIONAL PACKAGING EXPOSITION



containers and closures and ceramic decorating on glass; new linerless cap; Squeez-N-Turn safety cap for packages requiring protection for children; new line of polyethylene bottles designed for pharmaceutical use; internal design in glass bottles at moderate cost; all-plastic light-weight sifter; also new nylon aerosol bottle. Personnel: J. Braun, M. Braun, Z. Braun, A. Friedberg, M. Tauger, S. C. Wohl, H. Jacobson, L. Magidson.

BROWN BAG FILLING MACHINE CO., INC. Booth 1165. Display of Formapak machine for automatically forming and filling heat-seal packets of hardware; Liquid Packeter for multiple forming and filling of flexible packets for liquids; Vibracount, semi-automatic feeder and counter for hardware. Personnel: W. Balzer, R. Perault, K. Yloner, R. Lee, R. Leblanc. Hotel: Palmer House,

BROWN-BRIDGE MILLS, INC. Booth 1259. Exhibit of complete line of heatseal label papers, both instantaneous and delayed-action type, for application by hand or automatic machine devices: "flat as a pancake" gummed label paper; also Red Streak gummed tapes for packaging and manufacturing corrugated boxes. Personnel: H. T. Blair, F. Holt, E. C. Corey, R. E. Gallun, K. E. Hoffman, S. Tries. *Hotel*: Palmer House.

BUNN, B. H., CO. Booth 517. Exhibit of two package-tying machines—16-in. Two Wrap Cross Tie and 20-in. Two Wrap Cross Tie with frame extension of 4 in. Personnel: R. B. Bunn, B. H. Bunn, J. Armstrong, B. Bolz, D. Gregory, R. Darby.

BURNET CO. Booth 1186. Exhibit introducing the Triumph electronic batch counter which will count and fill articles up to 10,000; a small volume tube filler and closer; and a new Rotax counting and filling machine which permits filling into a variety of containers. Personnel: L. Hyams, G. Pohle. Hotel: Sheraton.

BURT, F. N., CO., INC. Booth 762. Exhibit of folding cartons; set-up paper boxes; counter displays; also transparent boxes. Personnel: W. C. Milsom, A. P. Diebold, L. S. Hagner, J. Rau, J. Brown, V. Loftus, C. Heerwagen, O. W. Honsberger. *Hotel*: Palmer

CALIFORNIA WIRE PRODUCTS CO., INC. Booth 616. Display of Calwire Cyclamatic; Cal Nails; automatic boxing machines and table tools; latest methods and tools for package closing; staples of selected widths and leg lengths. Personnel: V. Le Sage, C. W. Shirk. Hotel: Conrad Hilton,

CAMERON MACHINE CO. Booth 766. Display of Model "550" slitting and roll-winding machine for processing packaging materials including plastic films, foils, paper and laminated materials. Personnel: E. J. Ward, P. Chessare, L. M. Warrick, L. Rockstrom, W. M. Compton, Jr., P. B. Withstandley. Hotel: Palmer House.

CANNING MACHINERY DIV., Food Machinery & Chemical Corp. Booth 821. "Sure-Way" package caser on display. Personnel: H. L. Link, P. V. V. Hurlbut. Hotel: Palmer House.

CARBERT MFG. CO., INC. Booth 1295. Exhibit of TS-1AF Model 60 automatic polyethylene tube-filling and sealing machine; also automatic polyethylene film bag sealing machine. Personnel: R. W. Saumsiegle, J. Mac-Innes, A. Dwinells, N. Martin. Hotel:

CARRY-PACK CO., LTD. Booth 513. Display of handles and matching gummed tape for boxes, bags and packages and for multiple-unit or tie-in sales promotions; also other uses in retail stores, factories and warehouses. Personnel: H. Vogl, A. C. Van Horne, R. J. Micek, A. L. Smith, J. Izzo, C. W. Kujak, A. Anderegg.

CELANESE CORP. OF AMERICA. Booth 949. Display of cellulose acetate cast and extruded film and sheet in window boxes, overwraps, window envelopes, laminations, rigid transparent containers, vacuum-formed packaging, skin and blister packs and store-level produce prepackaging; and Fortiflex, a new low pressure polyethylene for bottles, caps, closures, containers, film and sheet. Personnel: D. S. Hopping, C. H. Edgar, E. W. Ward, J. W. Flynn, C. M. Reynolds, H. Raymond, W. K. Woodruff, P. J. Dunn, J. T. Growley, J. M. Voegtlen, R. K. Thomson, K. W. Kithil, E. H. Miller, E. F. Seitz, W. M. Ronayne, R. J. Hough. Hotel: Palmer House.

CELLUPLASTIC CORP. Booth 739. Exhibit of plastic containers, injectionmolded and extruded with several thermoplastic materials, including polystyrene, polyethylene, cellulose acetate, cellulose butyrate and the new lowpressure polyethylene; also large selection of various size containers used extensively in industrial, pharmaceutical and cosmetic fields. Personnel: D. Proctor, R. Finch, J. McKenna. Hotel: Palmer House.

CELON CO. Booth 1134. Display of packages featuring the application of Celons on various end uses. Personnel: H. V. Owens, L. J. Trecek, M. D. Cushman, G. Wehrenberg, H. Jelly, E. A. Vaughan, J. S. Adams. Hotel: Palmer House.

CELOTEX CORP. Booth 1144. Exhibit of protective inner-pack components, fabricated from neutral pH Celotex Industrial fibreboard which braces, blocks and cushions products of almost any shape. Personnel: B. A. Savage, E. G. McKenna, L. Friedle, P. Porter. Hotel:

CENTRAL STATES PAPER & BAG CO. Booth 771. Exhibit of paper and plastic bags designed to reduce labor, improve protection, cut packaging costs [Continued on page 355]



# machines

International Series #40 straight line fully automatic filling machine has no equal in its field. Adaptable for vacuum, vacuum-gravity or gravity liquid filling. It is extremely versatile and can handle fractional ounce to gallon cans, bottles or plastic containers. Can be equipped with open stems, sprinkler top, non-drip or bottom fill stems.

- · Patented foam control system
- Patented master mechanical control system
- Micro fill height adjustment to less than .010"
- Separate vacuum systems—one to power the mechanical functions, the other to operate the filling mechanism
- Quick changeover for different size containers
- Calibrated settings for changeover adjustments
- · Equipped with 1-shot lubricating system

| CAPACITY     | Gals. | ⅓ Gels. | Quarts | Pints | Fract.<br>Ounces |
|--------------|-------|---------|--------|-------|------------------|
| No. of honds | 8     | 10      | 12     | 14    | 36               |
| Speed        | 25    | 50      | 60     | 70    | 150              |

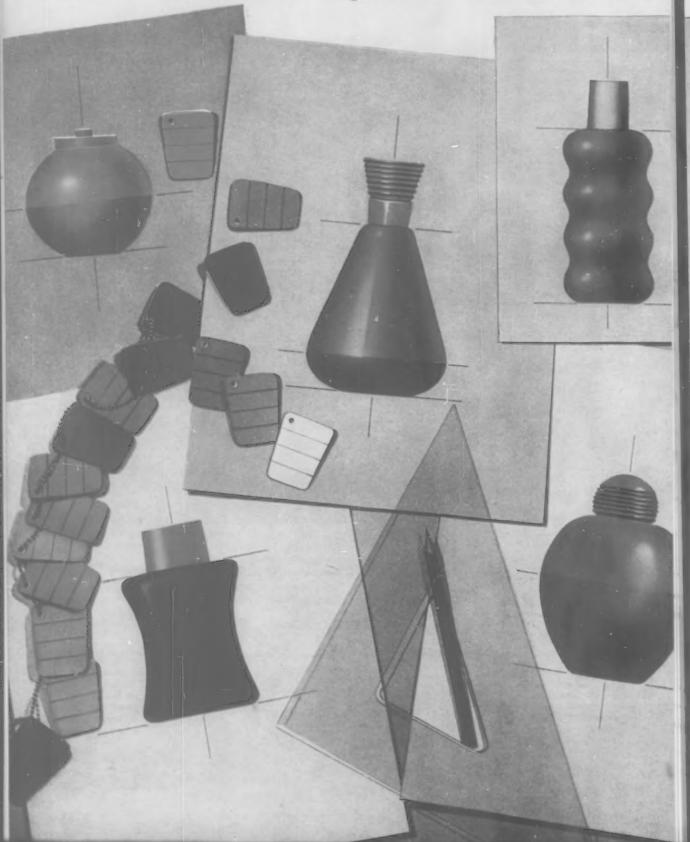


A master engineered machine that will increase production on any liquid filling line. Long lasting. Easy to operate. Low in maintenance cost.

INTERNATIONAL FILLING MACHINE CORPORATION

Petersburg, Virginia, U.S.A.

New colorful styles... attractive



# designs for aerosols with Du Pont ZYTEL nylon resin

• a new grade of Zytel nylon resin and a new fabricating technique are responsible for the entrance of Zytel into the aerosol field. Now products can be marketed in aerosol packages which have exciting new shapes and a variety of attractive, built-in colors. And, equally important, rugged Zytel has the strength and durability which are so necessary in containers of this kind.

The new grade of ZYTEL, type 42, is more viscous when melted...can be extruded easily in a form suitable for blow molding. Therefore, opportunities for a variety of functional designs are numerous. The new technique of welding two injection-molded sections of ZYTEL offers still another advantage. With it, the designer can vary his pigments and create an eyecatching aerosol package in a combination of attractive colors.

Aerosol packages of Zytel have a special appeal in the personal products field, for colognes, hair lacquers and antiperspirants. Milady's fancy is caught by the appealing new styles and colors. Zytel is sufficiently impermeable to propellents; inert to chemicals found in many personal products. And since Zytel is tough, the pressurized containers will not shatter, even when dropped on hard bathroom floors.

Whatever your needs in an aerosol container, remember ZYTEL offers outstanding design advantages. For further information, write E. I. du Pont de Nemours & Co. (Inc.), Room 303, Wilmington 98, Delaware.

**ZYTEL** nylon resin makes possible new colorful designs for aerosol containers. A new-grade ZYTEL, type 42, and a recently developed fabricating technique are responsible for the entrance of ZYTEL into the aerosol field.



BETTER THINGS FOR BETTER LIVING ... THROUGH CHEMISTRY"



Put your product in a transparent bag and give it

# IMPULSE SALES POWER!

Here is the low-cost packaging machine that makes it possible



#### Flex-Tube Plastic Containers

sales appeal . . . at low cost

Strong, shatterproof, and much lighter in weight than glass, Flex-Tube flexible acetate containers provide the added sales appeal of transparent packaging.

Available printed or decorated, in any length and in a full range of diameters, Flex-Tube containers can also be specially designed for unusual applications. And controlled-manufacturing provides you with uniform containers for easy filling—every time.

Flex-Tube containers feature low cost, easy-to-manage Snap-Cap or threaded metal closures.

Write today for free samples:



Flex PLASTIC CONTAINERS
PRODUCTS CORPORATION

231 MEADOW ROAD (RT. 17)

RUTHERFORD, NEW JERSEY



TIMERECORDER
+ TOTALIZER

Gives absolute time-study data per operation.

Establishes true cost accounting.

gives complete production
data continuously...automatically
Now get complete, accurate,

Now get compiete, accurate, documented production data on any machine, process, operation. Eliminates costly, inaccurate spotchecks, time studies.

TR+T records on continuous 4-month tape. Uses no ink. No maintenance.
Thousands in use in large and small plants.

st accounting.

Permits supervision of parts replacement, repairs, maintenance.

Gives total operating time of machine, feed or belt-line.

Allows ability to anticipate equipmen servicing.

STANDARD INSTRUMENT CORP.

DIVISION OF HEAT-TIMER CORPORATION

657 BROADWAY - NEW YORK 12, N. Y.



[Continued from page 351] and increase sales through better product appearance. Personnel: C. R. Kruse, A. D. Goldstein, S. L. Abramson, W. J. Rice, D. J. McKay, H. Velkoff, D. Fisher, J. Goldsmith, L. Sherman. Hotel: LaSalle.

CHAFFEE, RALPH, & CO. Booth 1249. Display of Rotor-Sealers for heat sealing all of the popular plastic films; first demonstration of the latest in code dating and automatic labeling; special machine, with heat, pressure and dwell time indicated by dials, sealing metal foil barriers and government-specified materials; cookie, candy and produce packaging; also showing of a 16-mm movie. Personnel: R. W. Chaffee, W. W. Hints, L. A. Snyder, F. E. Miller, R. Compton. Hotel: The Stock Yard Inn.

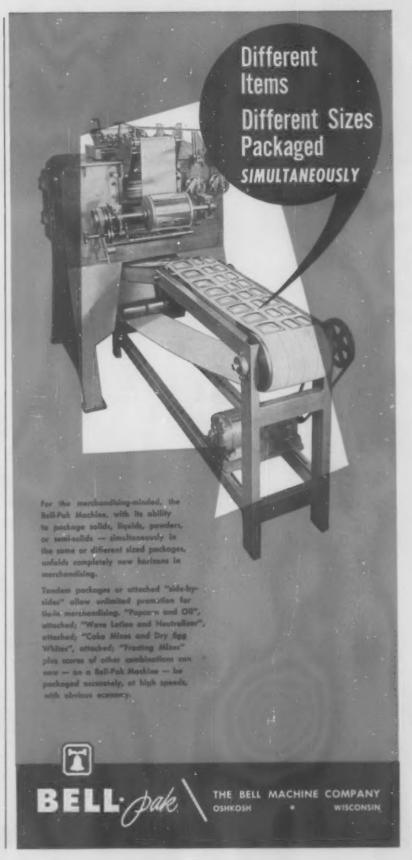
CHAMPION PAPER & FIBRE CO. Booth 428. Sheet samples and finished product display illustrating quality and uses of Kromekote cast-coated folding board and cast-coated box wrap and label papers; Colorcast drum-finished box wrap, gift wrap and label; also Chamkote box wrap. Personnel: H. Baldwin, R. Colegrove, W. Ziegler.

CHAMPLAIN CO., INC. Booth 1111. Exhibit of wrappers, labels, specialty items and folding cartons produced on roll-fed printing equipment and inline type, including a variety of available inline delivery mechanisms, such as multiple-spindle and single-roll rewinds, rotary sheet cutters, rotary carton dies and reciprocal web-fed cutting and creasing die cutters: also auxiliary rotary perforators, embossers, hot-meld applicators and numbering units. Personnel: J. Martin, J. E. Cade, R. J. Dunne, L. J. Remington, P. E. Fischer, A. F. Goat, R. Goat, W. Korth. Hotel: Lake Shore Club.

CHASPEC MFG. CO. Booth 1021. Exhibit of all types of packaging for a variety of products in every known material; folding and set-up boxes; gift and re-use containers using embossing, leaf stamping, fine lithography, silk screening, flocking, die cutting; advertising and merchandising displays; molded plaques for product identification. Personnel: C. Peckar, G. Peckar, S. H. Peckar, J. T. Heatley, D. Flaster, B. Betts, S. Castro, N. Hasson. Hotel: Palmer House.

CHICAGO MOLDED PRODUCTS CORP. Booth 1272. Exhibit of thermoplastic sheet featuring Campco rubber modified styrene sheet, polyethylene sheet and cellulose butyrate sheet and film; also products vacuum-formed from these sheets and films. Personnel: E. Bachner, Jr., J. Bachner, R. Fornoff, S. Cizmar, M. O'Connor, L. Black, M, Victor, G. Roxburgh.

CHICAGO PRINTED STRING CO. Booth 1229. Demonstration of new tying machine that bands hard, rigid



packages, boxes and soft goods with flat, non-woven cotton and rayon tapes; also applications of Rip-Open tape for corrugated containers and roll-wrapped products. Personnel: C. Hughson, Jr., I. Spigelman, A. Tyler,

CHIPPEWA PAPER PRODUCTS CO., INC. Booth 859. Corrugated specialty products on display. Personnel: D. S. Block, P. Schencker, C. A. Schirk.

CHISHOLM RYDER CO. OF PENNA. Booth 1260. Display of the new fully adjustable labeling machine. Personnel: E. J. Abendschein, K. B. Severson.

CLARK-AIKEN CO. Booth 813. Exhibit of Type C 64 rotary cutter and layboy unit using new slitters on the cutter and equipped with continuous piling and counting equipment; also double unwind stand with collapsible frames. Personnel: J. C. Hart, J. J. Waddock, D. R. Grody, W. R. Perry, J. Marby, Hotel: Palmer House,

CLEVELAND CONTAINER CO. Booth 1113. Exhibit of various methods of packaging with a complete line of spiral and convolute wound fibre containers with paper and metal ends; metal-end telescope and screw-cap containers; mailing tubes; paper tubes and heavy-wall cores; also methods of packaging for Government Spare Parts Containers under Specification MIL-C-3955. Personnel: W. F. Walker, R. D. Sayles,

W. H. Fitzsimmons, F. A. Lindgren, R. F. Boll. Hotel: LaSalle.

CODDINGTON, E. D., MFG. CO. Booth 1217. Exhibit of Auger-matic packers for filling bags. Personnel: M. Gersch, E. A. Kerler, W. French, W. Te Selle, J. Frear.

COMET INDUSTRIES. Booth 1198. First exhibit of latest method of protecting and packaging assembly kits, replacement parts or loose components; Rol-Pak method of packaging in continuous web or strip for visual display and perpetual inventory; also such methods as bubble, blister, skin and contour pack on modern high-speed and economical equipment. Comet will hold open house at their showroom at 9865 Franklin Ave., Franklin Park. Personnel: J. E. Kostur, R. E. Kostur, G. Day, W. Stewart, E. Lyle.

CONAPAC CORP. Booth 1154. The first demonstration of Walgan drum liner, a single-purpose machine for manufacturing drum liners from flat or gusseted polyethylene tubing up to 40 in. wide and 75 in. long; the Polymaster, combination polyethylene side weld pouch and bag machine for making poly bags from tubing or side weld pouches from folded sheeting, sheeting or tubing; also Polyette for manufacturing bags from poly tubing. Personnel: J. H. Brezinski, A. Gans, R. H. Schnoor, J. C. E. Williams, F. L. Walton, A. Moravec, E. E. Miranda, R. M.

Campbell, K. R. Fritts, F. R. Di Franco, J. H. Beckman, R. J. La Pierre. Hotel: Palmer House.

CONTINENTAL CAN CO., Robert Gair Div. Booths 854, 864. Display of gravure, letterpress and flexographic printed folding cartons for a variety of commodities; frozen food cartons, beer carriers, retail "take home" cartons, soft drink carriers, egg cartons, transparent plastafol cartons and specialties such as skin pack board; corrugated boxes; shipping containers; shipper-display boxes and display stands; specially engineered containers for the industrial and chemical fields; die-cut containers for packaging fragile items; containers with colored, chemicallytreated and/or coated linerboard; also new products of research and development. Personnel: N. F. Greenway, J. C. Hendricks, W. H. Callaghan, C. A. Colbert, A. J. Weiss, W. T. May, Jr., J. P. Greiveldinger, C. U. Harvey, J. H. Macleod, A. W. Hoffman, J. Aid, T. Paxton. Hotels: Drake for folding cartons and Palmer House for corrugated

COTSWOLD FIBRES, INC. Booth 781, Exhibit of polyethylene-coated products; government-specification barrier materials; cloth; non-woven material and burlap. Personnel: P. Morley, H. Mitchell, A. Cartledge, H. H. Hughes, G. H. Claridy, Hotel: Sherman,

CROWN CORK & SEAL CO., INC. [Continued on page 360]



When so much depends on the RIGHT valve . . . why not be SURE — with Pres-O 500 shown above with different buttons to suit any pressurized product, spray and/or foam? • NEW VALVE ACTION controls flow from 5/10 gram per second - fine (for hair spray-colognes)-to 1 gram per second-regular (for insecticides-room fresheners)—and to 1½ grams per second—heavy (for paints—residuals) • NEW LOW DIS-PENSING RATE of fine button gives economy without affecting fast loading properties

PRESSURE FILLING with Pres-O Equipment gives high speed, economical and SAFE loading with any type propellent including propones, butanes, alcohols and other combustible materials · Explosion-proof · No electrical controls located outside of machine . Mandles containers automatically, including crimping and evacuating Write for full information

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600 PEARL STREET



MERCURY MACHINES - PACESETTERS FOR THE FOLDING CARTON INDUSTRY

A Symbol of fine CRAFTSMANSHIP

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ne Cutter Creaser with Automatic Stripping

15,000 impressions per hour... 350 to 400 feet per minute!

Equipped with vernier feed-up control and photoelectric registration unit, the Mercury Mark K Cutter-Creaser will die cut your rotogravure printed stock to new industry standards of print-to-cut register.

Profit Producing Machinery for Paper Convertors



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Containers & Packaging

### Symbols of your potential

### through Tupper Corporation



Premiums

• Whatever your custom needs in plastics manufacturing, call on Tupper's wide experience and modern manufacturing facilities. Our large, up-to-date plants, equipped with the best production machinery, are available for materials, injection molding, extruding, vacuum forming, blow molding—and other advanced processes.

The Tupper Engineering Department has developed the greatest number of patents in the industry for polyethylene seals, closures, and dispensers—and other items in other plastics. This know-how can be tapped by you to place your plastic products in a position of leadership.

Tupper seals and other Tupper products are protected against unauthorized manufacture by about 150 U. S. and foreign patents and patents applied for, plus numerous trademarks and copyrights.



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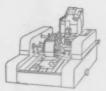
# Cut label inventories with the Tickometer-

"Checked your label stocks lately?" asked one Purchasing Agent. "Ours were a mess! Label requirements are often overestimated, and we place big orders to get the best prices. I found ten years' supply on hand for certain items, and whole cases of obsolete labels."

- You can limit your labels to a few basic forms and sizes, and use a Tickometer to imprint designations as needed weight, grade, size, color, type, and code or date.

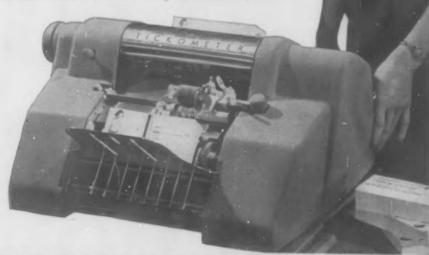
  You can carry smaller inventories, save space and records, reduce printing bills, and avoid label waste.
- The Tickometer imprints up to 1,000 pieces a minute, on almost any kind or weight of paper, and light card stock. Various models take sizes as small as 1 by 2 inches, up to 15 by 15 inches. Has an impression surface of 2-3/16 by 7/8 inches, and can register precisely. Feeds and stacks automatically. And also counts, makes predetermined counts, records part or full totals. It's so accurate that banks use it to count currency!
- The Tickometer can also be used to mark, stamp, cancel checks...and tickets, tags, sales slips, forms, coupons, etc., at a considerable time saving. Rented, or sold.

  Nationwide service from 296 cities. Ask the nearest PB office for a demonstration, or send coupon for free booklet.



#### New Package Imprinter

Imprints folding cartons, containers, bags, etc. up to 7,500 an hour, as needed—reducing inventories and waste. No tools required, can be operated by anybody. Ask for demonstration, or send coupon.





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Name

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#### don't let your

sales manager be a



#### "PACKAGING ORPHAN"

In your company he may be called the Sales Manager . . . or the Merchandise Manager . . . or the Distribution Manager; the title isn't important. The chap we're talking about is the one whose interest in the packaging function sometimes may be considered secondary, while the successful completion of his duties depends in a significant measure on the appearance of your company's packages and the protection they give to your products.

-If this man, whatever his title may be, doesn't get his own personal copy of Modern Packaging every month to keep him up-to-date, you've a "packaging orphan" on your hands. While he should be, he probably isn't up on all the latest techniques of package merchandising, on how to package to obtain sales in multiple units, on what's "hot" in protective and decorative packaging. . . .

Modern Packaging isn't a cure-all for this man, but it will keep him posted on the important packaging developments be ought to know about. A twelve month subscription—including the famous annual Encyclopedia Issue—for him costs only \$7.00 in the United States and Canada, \$10.00 in Pan America, \$20.00 elsewhere. Write today; we'll enter his subscription immediately and bill your company later.

SUBSCRIPTION DEPARTMENT

#### MODERN PACKAGING

575 Madison Avenue New York 22, N. Y. [Continued from page 356]

Booth 806. Display of closures and containers with theme based on Crown's contribution to the American way of life. Personnel: J. J. Nagle, R. Gowans, C. E. McManus, S. V. Tuttas, J. H. Scherer. Hotel: Palmer House.

CROWN ZELLERBACH CORP. Booth 921. Products of Crewn Zellerbach and of its Western-Waxide Specialty Packaging Div., will be on display, including Tetra Pak containers: polyethylene papers; pouch papers; industrial papers; laminated papers; board grades; stepped-end multiwall bags; filter cord handle bags; De-Aerator; printed bags for cement, sugar, fertilizer and feed industries; frozen food overwraps; bread wraps; potato chip bags and spe cialty bags for food. Personnel: J. R. Lavelle, Jr., D. C. Stable, G. Carey, F. H. Bostock, A. D. Giles, S. B. Hoyt, M. H. Lewis, J. N. Alberts, D. M. Sharpe, S. F. deStwolinski, O. Johnson, J. C. Tobin, R. A. Ehlers, C. Olstad, W. J. Zellerbach, M. K. Rawlings, A. L. Fox. N. R. Porter. Hotels: Palmer House and Sheraton-Blackstone.

CULLIGAN, INC., Desiccant Div. Booth 1241. Display of Humi-Sorb desiccant or moisture adsorbent for dehydrated protective packaging of foods, pharmaceuticals, hard candy, flower and vegetable seeds and various industrial products; also new line of low-cost humidity indicators for mounting on flexible packaging material, re-usable containers and equipment housing, Personnel: E. H. Gleason, Jr., J. E. Bute. Hotel: LaSalle.

DAILY NEWS RECORD. Booth 509. Distribution of Daily News Record covering day-to-day activity of Packaging Show. Personnel: E. P. Laskey, B. Kaufman.

DEXTER, C. H., & SONS, INC. Booth 1238. Latest developments of long fibre specialty papers used for packaging teas, meats, silverware, etc.; also papers of natural, synthetic and glass fibres made heat sealable, impregnated and coated to specifications. Personnel: D. D. Coffin, Jr., E. P. Grace, B. F. Conner, Jr. Hotel: Lake Shore Drive.

DELAWARE BARREL & DRUM CO., INC. Booth 328. Exhibit of molded polyethylene drums and tanks and polyethylene-coated steel drums. Personnel: J. Heisler, A. Heisler, J. Barber, B. Lobermann, Jr., R. Luff, R. Barnett, J. O'Leary, A. J. Starr.

DELAWARE RIBBON MFRS., INC. Booth 419. Display of decorative satin and tinsel stripe ribbon; pre-tied ribbon bows; stretch-on ribbon box bands and bows; new Satin Curl ribbon. Personnel: J. H. Fridlington, N. I. Fridlington, P. A. Shaw, V. L. Hultquist. Hotel: Hilton.

DENNISON MFG. CO. Booth 1121. Exhibit of new art of Therimagraphy by which the effect of printing on transparent film is achieved by labeling, a process adaptable to any standard packaging machine; Therimage process in operation with demonstrations of Dial-Set and Print-Punch equipment; also industrial crepe paper, set-up boxes and Pres-a-ply display. Personnel: R. B. Hulett, H. E. Webster, J. F. Card, W. D. Wilson. Hotel: Palmer Hunse.

DERBY SEALERS, INC. Booth 1143. Display of new line of Grip-A-Tab dispensers for pressure-sensitive labels in roll form; also regular line of gummed kraft dispensers, label and envelope moisteners, pressure-sensitive tape dispensers and dispensers for barrier-wrap and other non-adhesive materials. Personnel: A. P. Krueger, W. J. Eilerman, E. O. Swearingen. Hotel: Congress.

DEWEY & ALMY CHEMICAL CO., Div., W. R. Grace & Co. Booth 770. Exhibit of container-sealing compounds and the "Flowed-in" process for applying them to several typical closures, Personnel: G. W. Blackwood, W. L. Taggart, Jr., D. L. Shankliu, H. S. Lawton, D. G. Bernard, R. A. Clabault, C. F. White, G. W. Delano, Jr. Hotel: Conrad Hilton.

DIAGRAPH-BRADLEY INDUSTRIES, INC. Booth 1269. Rol-It-On method of stencil addressing featured. Personnel: J. R. Brigham, C. D. Finke, E. Swearingen, L. Ostrow, H. J. McElvaney, T. Gore. Hotel: Congress.

DIAMOND PLASTIC BOX. Booth 1062. Exhibit of hinged, rigid plastic boxes; complete line in clear Tu-tone and opaque colors; new innovations in the field. Personnel: G. Kissak, H. Buhles, B. Gayle, J. Petty. Hotel: Bismarck.

DISPENS-A-LABEL DEVICES. Booth 610. Display of three basic hand-type label moisteners; and two heat-seal label activators. Personnel: T. Ferrato, A. Ferrato.

DOBECKMUN CO. Booth 1039. Exhibit of complete line of flexible packaging materials with emphasis on new developments in Ultra-Kleer polyethylene, Tetra-Pak and laminated and extruded materials. Personnel: E. P. Whitley, K. Prindle, R. Reed, G. Lacy, W. W. Clark, W. Bader, F. Wilson, W. Lenox, R. Seigle. Hotel: Palmer House.

DOUGHBOY INDUSTRIES, INC. Booth 1175. Exhibit of Models HS-B and HS-C, redesigned power hand sealers for sealing scrim-back, polyethylene and other laminates; new jaw-type automatic sealer-labeler for labeling filled bags; also standard line of rotary and band-type heat-sealing machines. Personnel: H. Weatherhead, J. Grevich, P. Jordon, R. Livingston. Hotel: Conrad Hilton.

DOW CHEMICAL CO. Booth 1084. A display that features packages for ice cream and dairy products and new vacuum-formed applications for Styron; packages using Styrofoam as a decora-



THE UNITED STATES PRINTING AND LITHOGRAPH COMPANY . EXECUTIVE OFFICES . CINCINNATI 12, OHIO



# PRODUCES TWO PACKAGES SIMULTANEOUSLY!

WRAI

The new, wider Roto-Wrap "Twin-Track" Model 'B' makes available the merchandising benefits of unit packaging to all products from "balloons to bedsheets" through the obvious economy of automatic high speed operation. The design also features a top-loading conveyor offering unobstructed access for purposes of synchronizing "Twin-Track" function with automatic feeds or other conveyor-type operation.

The Roto-Wrap Model 'B' has earned esteem for its versatility in handling products of diverse shapes and sizes at high speed. The "Twin-Track" Model 'B' adds range, speed and adaptability to that reputation!

SEE IT IN OPERATION!

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The Perfect Machine for Packaging Soft Goods! — Requires No Stiffening Insert.

Simple and Complete Adjustability Within the Total Size Range.

Lightweight, Limp, Fragile and Irregular Objects Handled with Equal Facility.

Forms Packages from Two Webs. Can Use Different Materials in Combination for Purposes of Economy and Special Function.

Further Savings in The Use of Printed Materials is Accomplished By Using One Printed and One Unprinted Web.

CONAPAC

tive, protective or functional material; saran packaging for meats, cheeses and baked goods; company representatives available for consultation. Personnel: D. L. Gibb, C. F. Cummins, E. E. Ziegler, F. C. Dulmage, G. W. Cheney, D. W. McCuaig, L. E. Fake, H. C. MacDonald, V. Eicholtz. Hotel: Palmer House.

DU PONT, E. I., DE NEMOURS & CO., INC. Booths 936, 940. Display of Alathon polyethylene resin for packaging; "goldfish bowl" brainstorm sessions conducted. Personnel: R. T. Eldridge, W. H. Easton, Jr., J. A. Herring. Hotel: Palmer House.

DU PONT, E. I., DE NEMOURS & CO., INC., Film Dept. Booth 926. Display of selective group of packages illustrating qualities of K-type cellophane and Mylar polyester film for packaging; also Customer Service and Research Laboratories' part in developing better packaging films. Personnel: D. F. Carpenter, J. E. Dean, R. R. Smith, H. C. Broems, E. C. Lake, E. A. Wight, R. C. Myers, D. D. Lanning, N. Allen, J. P. Wilkins, M. T. Callender, H. D. Chickering, F. W. Tranfield, J. T. Axon, R. J. Crowley, M. H. Wheat, W. C. Lock, L. B. Steele, J. K. Goundie, B. C. Robbins, F. C. Clarke, J. L. Jenemann, W. J. Yerkes. Hotel: Palmer

DUDLEY MACHINERY CORP. Booth 1264. Exhibit of Canomation automatic systems for handling bulk and regimented cans. Personnel: R. G. Dudley, M. A. Dudley, R. C. Seaman, W. F. Kruse, N. P. Reiland. Hotel: Sheraton.

DUSENBERY, JOHN, CO., INC. Booth 736. Exhibit of Model 635 slitter-rewinder; Model 704 AC edge guiding unwind stand; Model 618 AF bench slitter for score cut and razor blade slitting; also Model 765 AB core cutter. Personnel: J. Dusenbery, R. W. Young, J. Rienau, F. Kerber. Hotel: Croyden.

EAGLE CHEMICAL CO., INC. Booth 779. Exhibit of desiccant for protection against moisture in packaging; Super Gel for protection against moisture in manufacturing operations; also Handidry for use in sports and the home. Personnel: B. F. Fohrman, M. B. Marx, F. W. Rauhe.

EASTMAN CHEMICAL PRODUCTS, INC., Chemical Div. Booth 976. Demonstration of the new Epolene polyethylene wax with characteristics, properties and suggested uses for wax manufacturers and compounders, paper converters and users of waxed papers; also recent advances in preparation and application of protective and decorative paper lacquers made from half-second butyrate. Personnel: R. B. Herring, P. Von Bramer, B. Stuckey, F. M. Ball, C. R. Lee, T. P. Johnston, R. R. Moore. Hotel: Sherman,

EASTMAN CHEMICAL PRODUCTS, INC., Plastics Div. Booth 976. A wide range of film sheet and containers manufactured of Tenite butyrate, acetate and polyethylene by various converters; representatives for consultation and technical literature available for information on applications of Tenite plastics. Personnel: J. F. Hill, T. E. Dudney, J. B. Williams, J. T. Bent, J. G. Slater, H. E. Moore, L. B. Connelly, J. M. Marvin, J. R. Pecktal, W. P. Gideon, C. L. Seay, T. H. Howard. Hotel: Congress.

EASTMAN KODAK CO. Booth 975. Exhibit of transparent packages fabricated and vacuum formed from Kodapak I (cellulose acetate), Kodapak IV (cellulose triacetate) and extruded Kodapak II (cellulose acetate butyrate). Personnel: C. D. Snead, A. B. Corey, P. Braman, V. Howe, L. Mills, W. Seaman, E. M. Drummond, J. Watkins, A. Murray, Hotel: Sheraton.

ECONOMIC MACHINERY CO. Booth 710. Sound films of all packaging and bottling machinery featured; also samples as produced on customers' machines. Personnel: G. L. N. Meyer, Jr., J. F. Parsons, R. J. Geiger, A. R. Johnsen, A. O. Frykholm, R. C. Poore. Hotel: Palmer House.

EKCO-ALCOA CONTAINERS INC. Booth 706. New ideas in packaging of mect, poultry, seafood and dairy products in rigid aluminum foil containers on exhibit; also complete line of closures and closure equipment. Personnel: J. B. Bowman, J. Walker, W. Marcoux, R. Angsten, H. Kittell, B. Davey. Hotels: Palmer House and Stock Yards Inn.

EL-TRONICS, INC. Booth 228. Exhibit of method II a, b and d packages with barrier mounting assemblies and elements installed; also humidity hygrometers and controls. Personnel: J. Johnston, N. Hopple, E. Von Fleeck,

ELECTRONIC MACHINE PARTS, INC. Booth 733. Display of photo-electric registration controls equipment; complete line of units covering applications for intermittent or continuous rotary machines involving localization, spot cutting or synchronization; also feed roll mechanisms to be used with equipment presently in production. Personnel: W. T. McAdam, A. E. Handal, G. Geras, Hotel: Palmer House.

EPSEN LITHOGRAPHING CO. Booth 78B. Four-color process on can labels, wraps, boxes and bottle labels featured. Personnel: C. B. Batchelder, R. E. Macdonald, A. Siemssen, R. Nantkes, N. Whalen, J. Peer. Hotel: Palmer House.

ERIEZ MFG. CO. Booth 231. Demonstration of latest models of Hi-Vi electro-permanent magnetic vibratory feeders and unit vibrators; several small feeders for accurately feeding small quantities of bulk material; also new magnetic conveyor-elevator, the Magna Mover Model 31SN6, which magnetically moves small ferrous items up [Continued on page 366]



# ROTOFLEX

For Polyethylene, Saran-Coated Cellophane, Mylar, P-T Cellophane Regular Moisture-Proof Grades of Cellophane, Acetate, Glassine, Foli, Paper

Here is ONE ink for BOTH gravure and flexographic printing! And Rotoflex has all the advantages you have always wanted! No other ink we know of gives you this combination;

ROTOFLEX gives you Fast Printing
Speeds up to 450 feet per minute
on treated polyethylene have been
attained on flexographic presses;
300 feet on roto presses. No drying

ROTOFLEX gives you High Gloss
You'll have to look closely to see which side of the film is printed!
Glossier than any known alcohol-solvent inks within our knowledge!

ROTOFLEX gives you Water Resistance Ideal for wet packaging.

No blocking problems, ink-to-ink or

ink-to-stock, tested under severe heat and moisture conditions,

ROTOFLEX gives Superior Adhesion
Lays in a smooth, hard but flexible
film and ruggedly resists abrasion in
processing or product use.

ROTOFLEX Eliminates Overprinting
There is no need to overprint any
of the films listed.

ROTOFLEX has Greater Color Strength Color strength is stronger at equal viscosity than regular roto or flexo inks. That means cleaner, brighter color printing.

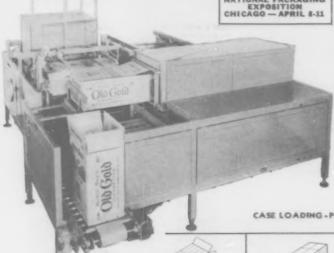
At the Packaging Exposition
April 8-9-10-11
Croscent's Headquarters
Will Be at the Hotel Sherman
Randolph Street et Clark, Chicage, III.



# Cornatic solves your production line problem!

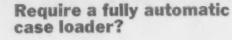


Visit our booth No. 711 HATIONAL PACKAGING EXPOSITION CHICAGO — APRIL 8-11



King size 177g" x 1115" x 22" Regular 14 13/16" x 1115" x 22"

CASE LOADING - PATTERNS:



Here's a fully automatic case Feeder-Former-Positioner-Loader that is breaking records on actual production line conditions in a variety of industries. And by end-loading techniques, savings on paper board alone run as high as 28%. Production jumps dramatically with this high-speed, continuous-motion machine. Labor costs are lower, too, because except for hand-stacking corrugated shipping containers in flat form into the magazine, everything's automatic. Below are some of the end-loading patterns showing number and packing of cartons. Check with Packomatic engineers if your loading pattern does not appear here. Custom-engineering will produce a Packomatic for your product.







Thirty 1 lb. cartons in 161/4" x 105/16" x 71/4" case





Forty-eight cartons in 221/4" x 231/2" x 151/6" case



CASE LOADING - PATTERNS:

handles any can from the 12 oz. to the 5-qt. Imperial

Six 5-qt. cons or gallon cons In 201/g" x 135/g" x 913/16" case





Fully-Automatic Case Loader

PACKOMATIC

Twenty four 12 oz, cans in 16 % " z 10 1 1/10 " z 51/10" case





#### Want a high speed can line?

Keep pace with your production line. Now, feed-form-position-load and seal your corrugated shipping containers at high-speeds—up to 720 cans a minute—automatically. This is accomplished with a smooth continuous motion to eliminate jarring and bumping of cans that causes leakers and mars labels or lithographing. Machines in successful operation across the nation, (Packomatic was Arst with a successful production-line machine) end-load a variety of can sizesfrom six 5-quart cans to twenty-four 12-oz. cans-in such patterns shown at left. End-loading reduces paper board costs. Automation saves labor costs. From corrugated flats to sealed containers, only one part-time attendant is required. Consider this time-money saver for your plant. We can custom-engineer a machine like this for you.

#### PACKOMATIC Automatic Case Sealer



#### Like to seal automatically?

Here's the machine for you - the first fully automatic case sealer proven under actual production line conditions. No operator needed to align corrugated cases, open flaps, glue, seal and discharge ready for shipment. Adjustable to a wide range of case sizes. Similar models, available semi-automatic.



PACKOMATIC 4-Side Case Imprinter with serial numbering device.

#### Need 4-Side **Imprinting**

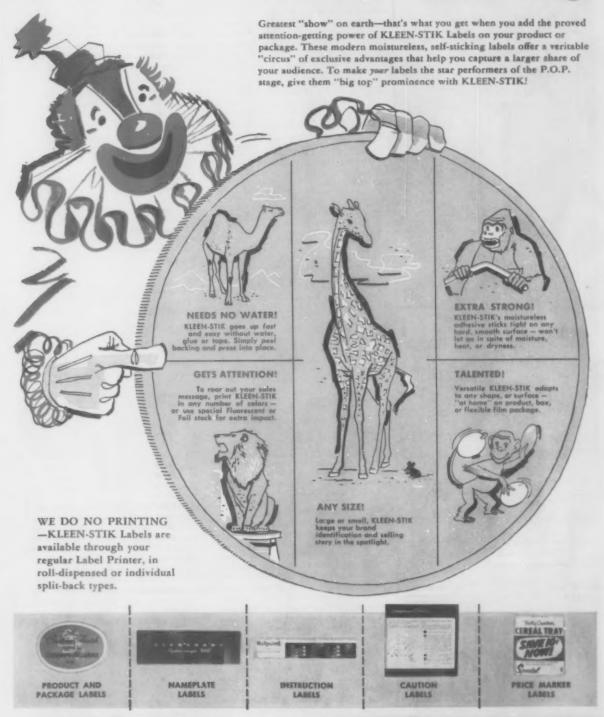
Prints either or both sides and ends of corrugated shipping containers with name and contents - in addition to imprinting a serial number. Very essential if using modern palletizing methods. The only machine of its kind. Other regular models available for minimum case imprinting require-ments. Write for specs and prices.

#### J. L. FERGUSON COMPANY

Jollet 3, Illinois

#### KLEEN-STIK® Labels

#### put your Product in the Center Ring of Selling!



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7300 WEST WILSON AVENUE • CHICAGO 31, ILLINOIS
Pioneers in Pressure-Sensitives for Advertising and Labeling

See how leading manufacturers are using efficient, economical KLEEN-STIK Labels—write on your letterhead for free samples!



See us at Booth 2617

[Continued from page 363] inclines from 60 to 90 deg. Personnel: J. J. Cenci, N. Hirt, W. W. Moyden, J. Maris, J. Ritchie, D. M. Boatright. Hotel: Palmer House.

EXACT WEIGHT SCALE CO. Booth 626. Exhibit of the Selectrol automatic checkweigher and automatic net weighing machine; also a number of manual scales ranging from 2000-milligram to 100-pound capacity. Personnel: W. A. Scheurer, R. M. Rapp, J. E. Konkle, W. J. Schieser, R. M. White.

FALES, L. F., MACHINE CO. Booth 405. Joint exhibit with Ludlow Mfg. & Sales Co. Personnel: A. C. McIntosh. B. P. Reed, J. Romanuck, K. W. Powers, R. A. McIntosh.

FELINS TYING MACHINE CO. Booth 1299. Exhibit of Model F-6-J Felins Pak Tyer for tying small bundles, boxes and packages; and Model FPB-16 Felins Pak Tyer for tying set-up boxes, large bundles, packages and boxes. Personnel: H. Kohler, D. Larson, W. McCambridge, W. Johnson. Hotel: Stockyard Inn.

FERGUSON, J. L., CO. Booth 711. Illustrations of corrugated shipping container-feeders-formers-positioners and loaders; also bale sealers, case sealers and case imprinters. Personnel: D. O. Ferguson, R. E. Paul, T. J. Rink, Jr., J. D. Cleaver, J. Knight, D. J. Wolfe.

FIBRE DRUM MFRS, ASSN, Booth 1146. Display of fibre drums for solids, semi-liquids and liquids. Personnel: G. Mather, S. Dry, F. K. Duffy, H. H. Filler, W. J. Mahoney, C. N. Rockwell, H. M. Walter. Hotel: Sheraton-Blackstone.

FIBREBOARD PAPER PRODUCTS CORP. Booth 406. Exhibit of all types of plain and printed folding cartons; corrugated and solid fibre shipping cases; also specialty paperboard packaging. Personnel: G. W. Holt, F. A. Nordstrom, F. F. Mount, J. White. Hotel: Palmer House.

FIFE MFG. CO. Booth 714. Exhibit of newly developed multiple-power units of automatic guiding equipment; demonstration of two different types of guiding applications, using one power unit, model MPA-2, for both guiding from an unwind and guiding the web at intermediate points by employment of the Fife cambering roller method; also multiple-power unit MPA-6, used in most cases for guiding all six plys on a multiwall tuber. Personnel: 1. L. Fife, C. W. Brown, D. G. Fife, J. F. Slaughter, J. A. Love, R. W. Powers, R. C. Duncan, P. F. Brook.

FINDLEY, F. G., CO. Booth 990. Joint exhibit of adhesives with the Union Paste Co. Personnel: R. Findley, O. Bronn, H. Fedler, C. Bickel, R. Kline, J. Laffey, E. Tatro, R. Ward, H. Wimmer, D. Goetzke, Hotel: Palmer House.

FISCHBEIN, DAVE, CO. Booth 1231, Demonstration of portable bag closer, completely portable sewing machine for closing filled bags of any type of textile or multi-wall paper construction; also new table model carriage conveyor. Personnel: G. Fischbein, S. Shark, Hotel: Palmer House.

FLEXIGRIP, INC. Booth 418. Display of polyethylene and vinyl bags featuring Flextite and Polytite airtight and watertight zippers and the various uses of these bags in the packaging field. Personnel: S. Ausnit, E. Ausnit, O. Kraus.

FOLLANSBEE STEEL CORP., Sheet Metal Specialty Div. Booth 408. MS24347 seamless metal re-usable interior shipping drums per military Specifications D6055A featured. Personnel: F. C. Laubenheimer, B. E. Mullin, Jr. Hotel: Palmer House.

GAIR, ROBERT, CO., INC. Booth 854. See Continental Can Co., Inc.

GARDNER BOARD & CARTON CO. Booth 883. First showing of Glaspak machine for inline packaging of glass containers for multi-unit merchandising. Personnel: H. Wright, A. Gardner, H. Bouscaren, D. Hill, E. Turvey, L. Hill. Hatel: Sheraton-Blackstone.

GAYLORD CONTAINER CORP., Div., Crown Zellerbach Corp. Booth 921. Display of corrugated and solid fibre shipping containers of all types including special boards and coatings; folding cartons produced on four-color rotogravure press and other shelf packages, with special sections devoted to multiunit and bulk containers and drumpaks. Personnel: G. G. Hertslet, H. W. Booth, W. H. Jennings, F. Cochran, M. M. Jamieson, Hotel: Sheraton-Blackstone.

GENERAL BOX CO. Booth 734. Display of wirebound boxes and crates; standard industrial pallet boxes and corrugated containers. Personnel: N. H. Fowler, T. W. Regan, R. A. Ornberg, F. Dicke, R. Hollister, B. Swift, C. Farmer, D. Kuh. Hotel: Palmer House.

GISHOLT MACHINE CO. Booth 306. Operation of Sealamatic machine automatically applying pre-cut cellulose neck band seals at speeds ranging from 50 to 150 bottles per min.; new inline bottle spotter unit, adaptable to any work table, which eliminates hand labor to spot or position bottles as they come out of the machine on to the work table; also new custom molded fiberglas plastic products displayed. Personnel: M. B. Hanks, W. E. Erickson, A. A. Ebel, A. L. Salzwedel, W. B. Eddison, A. J. Leeg, N. L. Fournier, G. W. Watsey. Hotel: Palmer House.

GLASSINE & GREASEPROOF MFRS. ASSN. Booth 523. Display of the uses of glassine and greaseproof papers in protective food packaging; potato chip bags chosen as winners in the association's Chip Bag Design Contest; displays to show how glassine and greaseproof papers figure in a housewife's

[Continued on page 370]



# Crowning Success for United Plastics... and SHAW-RANDALL

United Plastics of Fitchburg, Mass. decided they needed smart packaging to get action at point-of-sale for their Royal-Line housewares.

Shaw-Randall found the answer . . . with King Size results!

Rigid, transparent packaging of the complete line gave a luxury look to inexpensive items. Sales jumped 1,000%!

Make your product move in packaging that sells- created and produced by Shaw-Randall, packaging specialists exclusively.

#### SHAW-RANDALL CO., INC. PAWTUCKET, R. I.

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ORIGINATORS OF VACUUM-FORMED CARDED PACKAGING.
All types of vacuum forming, blister packaging and skin wrapping.

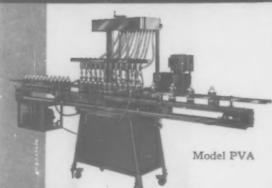


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AUTOMATIC FILLING

within the budget of the

SMALL PACKAGER



### Packer

Packer's new Model PVA is a fully automatic, straightline filler...So easy to operate that any unskilled person can make the quick changeover from ounces to gallons with only a simple adjustment. A touch of the button starts the entire operation.

Model PVA fills all types of foamy and still liquids and is available in vacuum or gravity operation.

Model PVA operates pneumatically and electrically, utilizing standard stock parts that are available everywhere. There are no complicated gears, cams or starwheels to cause excessive "down-time" or inaccuracy in filling.

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# Make it a habit... a helpful habit!

Join the many readers of MODERN PACK-AGING who check through its Manufacturers' Literature Page each month for "capsule" reviews of significant literature available without charge from suppliers to the field. Use it as a handy way to order current information for your files on packaging materials, equipment, supplies, and specialized services.

Here are typical offerings, excerpted at random, from a recent issue:

"Twenty-page catalog gives pictures, specifications, and prices of extensive line of rigid polystyrene containers, available in most shapes and in hinged lid, and multi-compartmented models."

"Illustrated folder describes special method and equipment for packaging food items and other irregularly shaped products in skin-tight packages at speeds up to 1000 packages per hour."

"Handy guide in the selection and applications of cellophane. The folder outlines cellophane applications in the food, textile, tobacco, and other industries."

> "Forty-three page handbook gives information on how products can be pressure packaged. Includes list of sources for propellants, valves, loading equipment, and contract loading services."

"Catalog illustrates, gives specifications for line of round, rectangular and multi-compartmented foil containers. Also describes machines that apply up to 1500 container closures per hour."

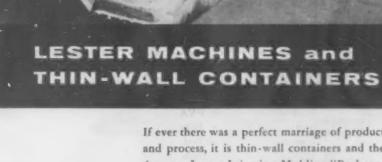
> "14-page booklet provides extensive properties charts of 11 packaging films, and of metal foils and many types of foil laminations. Also describes and shows 21 film-packages."

The Page is easy to find—it's printed on heavy paper stock. And it's easy to order from too—a postpaid order form is attached to it. Turn to it now—on page 343.

It's helpful . . . it's free. Use it every month!

#### MODERN PACKAGING

A BRESKIN PUBLICATION 575 Madison Avenue New York 22, New York



If ever there was a perfect marriage of product and process, it is thin-wall containers and the 4 ounce Lester Injection Molding "Package-Maker". In less than a year, Mr. Jock Dunning and his company, Davenport Containers, Ltd., of Toronto, Canada have made themselves leaders in this field in Canada with this combination.

Based on the unfaltering high-speed, operatorless production of 4 ounce Lester-Automatic Molding Machines Mr. Dunning bas succeeded in reducing the cost of plastic containers to nearly that of paper and, therefore, has opened a much wider market for such products.

This remarkable success story in automatic molding can be duplicated in your field, too... with Lester Machines.

LESTER-PHOENIX, INC. 2712-J CHURCH AVENUE . CLEVELAND 13, OHIO

Agents in principal cities throughout the world

[Continued from page 366]

weekly food purchases; also, technical advice on protective packaging problems available.

GLO-BRITE PRODUCTS, INC. Polyfoam Packers Div. Booth 737. Display of foamed polystyrene packaging applications of Koppers Co.'s Dylite expandable beads, and Dow's Styrofoam for delicate parts and fragile items for a large group of industries.

GLOBE HEAT-SEAL, INC. Booth 725, Introducing a new "Band Seal-It" for high production sealing of polyethylene, cellophane, saran and other flexible materials on same machine by dial adjustment; also standard line of "Heat Sealmachines; hand-operated sealer actuated by air pressure and controlled by a remote setting; and information concerning free laboratory facilities for sealing problems. Personnel: J. Quinto, D. D. Brodie, D. Miller, F. E. Miller, Hotel: Sheraton.

GOODYEAR TIRE & RUBBER CO. Booth 971. Exhibit of Pliofilm for laminations, in-store fresh meat packaging, bacon overwraps, coffee bags; also Vitafilm for textiles, hardware, household items, toys, paper products, Personnel: E. H. Dours, E. C. Randall, J. J. Tiernan, C. R. Denbrock, T. F. McCormish, F. Latta, A. F. Thomas, J. L. Long. Hotel: Palmer House.

GOTTSCHO, ADOLPH, INC. Booth

1138. Exhibit of the Imagraph Machine labeling attachment for wrapping machines; Markoprinter for printing of cases or cartons; Markocoder attachment for automatic code dating of jars, bottles and cans; also Rolacoder conveyor attachment for code dating of shipping cases or cartons. Personnel: I. Gottscho, E. Coughlin, W. Tofel, M. Hirschey, A. Jacks. Hotel: Sheraton-Blackstone.

GRAY CO., INC. Booth 217. Exhibit of Graco Powerflo pumps specifically designed for safe, controlled ink feed to press fountains; Graco Inductor and pneumatic Ram units for dispensing adhesives direct from original 25- to 400-lb, containers, Personnel: J. R. Jewell, D. A. Koch, L. F. Hegdal, W. R. Tobey, F. F. Cox. Hotel: Sheraton-Blackstone.

GRAYMILLS CORP. Booth 745, Exhibit of new small ink pumps for flexographic inks. Personnel: R. Hollis, E. Roels, W. R. Tobey, O. E. Marthinson, R. McCollom.

GREENWOOD PACKAGING SUPPLY CO. Booths 640, 644. Joint display with Jet-Pak, Inc., including such military packaging supplies as metal containers, cushioning, molded foam rubber, rubberized fibre products, humidity indicator cards, water-vaporproof barrier bags and wrapped pads. Personnel: H. B. Katz, R. J. Cramer. Hotel: Ambassador

GREIF BROS. COOPERAGE CORP. Booth 1288. An exhibit of cylindrical and bulk containers; fibre, steel and plywood drums; wooden slack and tight barrels. Hotel: Palmer House.

GUMP, B. F., CO. Booth 713. Demonstration for the first time of the new Bar-Nun Twin Beam Weighers designed for installation in multiple units in high-speed, large-production can filling lines; it will weigh dry powdered or granular materials with high accuracy and pack material at same time. Also Bar-Nun automatic bag feeder, opener and weigher; Edtbauer-Duplex net weigher; Vibrox drum and barrel packer. Personnel: R. E. Williams, M. F. Frankel, D. E. Stage, L. J. Nowak, Jr., J. Kissane, D. Kerwin, G. Allen. Hotel: Stock Yard Inn.

HAMPTON MFG. CO., Industrial Tape Div. Booth 1243. Display of crepe and flat back paper masking tapes; paper packaging tapes; high-temperature tapes; stain-resistant paper tapes; crepe and flat back paper tapes in colors; government specification paper tapes; economygrade cloth tapes; waterproof cloth tapes; non-waterproof cloth tapes; cloth tapes in wide range of colors; cloth packaging tapes; government specification cloth tapes including Jan-P-127 and PPP-T-60. Personnel: R. N. Balkind, C. I. Lee, N. G. Dales, K. Goding, R. Baumrucker.

HAYSSEN MFG. CO. Booth 1125. Op-

Automatic High-Speed

#### The **BFM** Liquid Packeter

for ALL viscous, semi-viscous and free-flowing liquids

FORMS and FILLS in one operation . . . fully automatic. 30 to 80 cycles per minute — 2 to 0 packets per cycle . . , high speed.

POSITIVE SEALING with air-operated sealing dies . . . eliminates "leakers." QUICKLY and EASILY ADJUSTED for packet sizes for

136" to 5" long and up to 41/2" wide.

VERSATILE. . . handles plastics, papers, folls, laminates, etc.

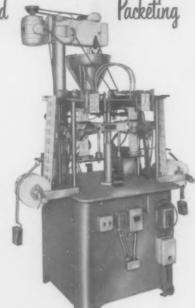
PISTON or MOYNO PUMP FEED accurate quantity

THE ONLY PACKETING MACHINE SPECIFICALLY DESIGNED FOR LIQUIDS.



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BAG-FILLING MACHINE COMPANY, INC.

Division of FRANKLIN RESEARCH CORPORATION

America's Pioneer in Packeting Machinery

FITCHBURG, MASSACHUSETTS

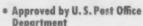
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Fast...Sure...

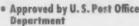


- For 1/2 pint thru gallon can
- Eliminate soldering
- · Easy to apply . . . no heat
- · Easy to remove
- · Lids undamaged by opening

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SPEED CLIP

against hem



A quick rap

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- · PAPER
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FEEDS AND CUTS ANY 4 PREDETERMINED SIZES OF PAPER, FILM AND FOIL-AUTOMATICALLY ... with large savings in labor and materials.





- · Handles up to 3 different rolls simultaneously.
- · Ideal for Kraft paper, tubular, glassine, waxed, foil, cellophane, 30-30-30 and many other coated papers.

Wrap-O-Matic is also available for feeding and cutting single-faced corrugated.

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size sheet

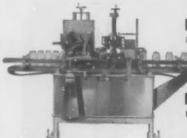
up to 48

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# the **mrm** method for profit-happy packaging

- (1) Trouble-free automation.
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mrm FULLY AUTOMATIC FILLERS

FULLY AUTOMATIC ROTARY LABELERS

OVERHEAD DRIVE-Vacuum, gravity and volumetric type ROTARY FILLERS.

Models from 8 to 40 spouts handling all types of foamy and still liquids such as brines, vinegars, chemicals, drugs, perfumes, syrups, cosmetics, shampoos, detergents, wines, liquors and food products.

Most versatile of all Labeling Machines -The "UNI-MATIC"

> Handles all sizes and shapes of labels and containers from fractional ounces to gallons. Change-over parts 90% less than other makes. Perfect registration on flat, curved or recessed surfaces. No oozing of glue!

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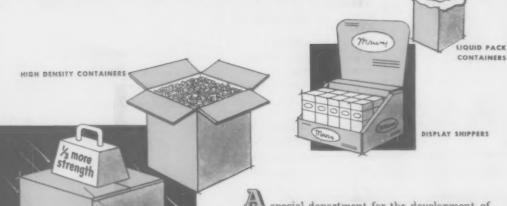
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Manufacturers of a complete line of fully automatic and semi-automatic liquid filling and labeling equiment.

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containers



special department for the development of new and better containers is in continuous operation at the Stone Container Corporation. Here, experienced and practical container engineers have the newest technical facilities for testing all types of materials and construction for containers. And here are designed a variety of new containers that offer added protection, increased efficiency, new applications, and extra merchandising features.

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26th National Packaging Exposition April 8 through April 11 International Amphitheatre, Chicago, Illinois

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4200 West 42nd Place, Chicago 32, Illinois

HUMIDITY RESISTANT

CONTAINERS

W. C. Ritchie and Company Chicago, Illineia Folding cartons, set-up boses, fibre cans, tubes, speols, cores, transparent boses, and paper specialty displays

TEMPERATURE CONTROL

ADVERTISING ON CONTAINERS

eration of new machine which automatically sets up carton or tray blank, discharges it directly to an automatic net weight scale, which simultaneously weighs out desired amount of product, discharges the pre-weighed product into carton or tray and then into wrapping machine for overwrapping in printed wrapper—for packaging candy, frozen food, cookies, crackers, etc. Personnel: W. A. Hayssen, J. C. Johnston, F. Koehn, H. Knoechel. Hotel: Conrad Hilton.

HEDWIN CORP. Booth 223. Exhibit of Cubitainers in 1-qt., 1-gal. and 5-gal. sizes; polyethylene bottles in 1.5 and 1.8 qt. sizes; polyethylene drum liners; polyethylene Rol-Tare bags; also demonstration of Cubitainer filling equipment. Personnel: H. A. Wagner, B. N. Harris, Jr., G. F. Shewell, R. M. Coulbourn, III. Hotel: Sheraton-Blackstone.

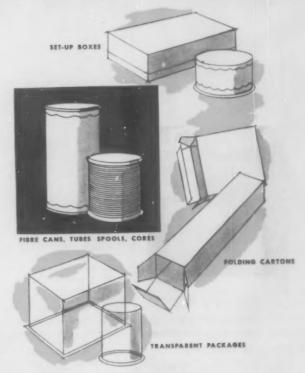
HEIDELBERG SALES & SERVICE. Booth 1080. Exhibit of original cylinder size 21 x 28; a 12 x 18 original platen press; a 10 x 15 platen press; also various types of packaging printing and production, such as embossing, die cutting, etc., together with reproduction of difficult stocks. Personnel: W. P. Lauffs, C. E. Wortman, I. J. Lipson, J. D. McCann, E. A. Merkel, C. Truitt, K. Steinman.

HEINRICH, H. H., CO. Booth 1157. Display featuring importance of color in packaging with staff on hand to report on latest developments in high-speed multicolor flexographic printing presses; complete data and visual presentation of the "Matador" paper and cellophane bag-making machines; multi-wall tubers and two-end bottomers for stepped-end valve bags; also Reifenhaeuser extruders for thermoplastic materials. Personnel: H. H. Heinrich, K. R. Sunderhauf, H. P. John, A. H. Winkler, G. E. Barnett, W. Steinbeck, A. Finke. Hotel: Bismarck.

HESSER, FR. Booth 994. Exhibit of model PDVR IIIa automatic packaging machine with Tin-Tie attachment for the packaging of coffee in double bags consisting of inner paper bag and printed outer bag which is taken from preprinted rolls and registered by an electric eye; a Tin-Tie top closure is applied automatically. Personnel: H. Kappus, F. C. Shirriff, A. Heybroek, W. B. Shelly, C. S. Downer, C. S. Feld, G. F. Haugh, R. Munk, Hotel: Palmer House.

HINDE & DAUCH. Booth 1036. Exhibit of corrugated shipping boxes; display-shippers; Hevi-Duty boxes for the shipment of nails, screw machine products, etc.; display stands and other boxes, all designed specifically for the products shipped or displayed in them. Personnel: J. B. Wyatt, W. F. Pfeiffer, Jr., P. H. Roberts, C. D. Sparks, R. J. Best, W. R. Scull, C. E. Race, C. D. Welshenbach, C. O. Roth, Jr., R. E. Jaret, K. R. Demorest, P. F. Cronin,

NOW Idas in packages



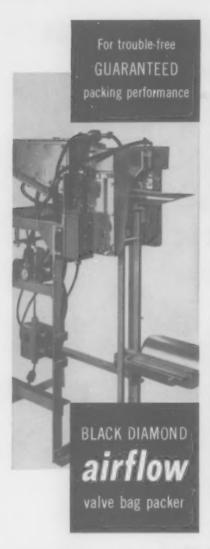
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C. R. Potts, W. F. Westerhold, R. S. Aldrich, Hotel: Sheraton-Blackstone.

HOBBS MFG. CO, Booth 789. Exhibit of winding equipment. Personnel: S. F. Oakes, G. B. Clay, G. F. Mainsfield, H. K. Lambert, R. D. Albertson.

HOLLANDER, ALLEN, CO., INC. Booth 630. Exhibit of new series of promotional point-of-sale labels, including gummed, ungummed, Able-Stik pressure-sensitive, greaseproof and heat-seal labels; and wrappers, bands, hang tags; automatic dispensers. Personnel: S. A. Hollander, A. D. Berliss, Jr., M. Antoville, B. Drucker, A. Kest, W. McCarty. Hotel: Ambassador.

HOPE MACHINE CO. Booth 1211. Exhibit of a new four-line, Type 19A filling machine in operation; single piston 15MS filling machine; 19S-2 line piston filler. Personnel: L. H. Kinsley, J. Barry, C. McLaughlin, R. J. Keller. Hotel: Bismarck.

HUDSON-SHARP MACHINE CO., Food Machinery & Chemical Corp. Booth 1034. Campbell wrapper for polyethylene on exhibit. Personnel: A. J. Olsen, C. A. Wetli, R. E. Jansing, Jr., L. P. Bourgeois, K. E. Olsen, C. Gerlach, W. Raymakers, B. Barrette. Hotel: Palmer House.

IDEAL STENCIL MACHINE CO. Booth 514. Exhibit of stencil-cutting machines; electric and hand-operated tape machines; fountain stencil brushes; felt-tip markers; stencil inks; rollon stencilers; general shipping room supplies. Personnel: C. E. Rapp, C. P. Taylor, R. F. Alexander, Jr. Hotel: Bismarck.

INLAND CONTAINER CORP. Booth 755. Display which depicts the operations involved in tree farming to provide pulpwood, making of kraft containerboard from pine trees, and corrugated boxes from kraft containerboard. Personnel: W. M. Laverty, D. B. Spiegel, C. E. Ramsay, R. G. Peterson, R. B. Hermann, T. E. Johnson, E. J. Laue, E. C. Obier, R. F. Spohr, M. F. Adams, H. W. Layne, P. C. Warrick.

INLAND WIRE PRODUCTS CO. Booth 1271. Display of stitching wire; stitching machines; round wire round wire machines; flat strapping; flat strapping machines; Permacel tape. Personnel: F. Schuett, C. Wahl, B. Castelli, C. Muckler.

INTA-ROTO MACHINE CO., INC. Booth 329. Exhibit of DeLuxe "Lab-Master" proofing press; Kampf Model Rasanta slitter; pictorial displays of complete line of printing, laminating, coating, coloring, embossing and slitting machinery; also engraving services including manufacture of bases, copper plating, chrome plating, photo-composition, etching, proofing and original art. Personnel: A. H. Merz, E. A. Coudriet, O. Rich, A. A. Thompson, R. Flacke, E. Todd. Hotel: Congress.

INTAGLIO SERVICE CORP. Booth 718. Visual display featuring various steps and methods in gravure process of engraving copper cylinders and flat plates; multicolor printed samples on paper, board, cellophane, foil, plastic, etc. Personnel: L. S. Pinover, O. S. Haverfield, R. McMichaels, P. J. MacAvoy, T. Bates, V. Arcuri. Hotel: Congress.

INTERCHEMICAL CORP., Printing Ink Div. Booth 1014. Exhibit of over 2,000 packages, featuring odorless food wraps, steam-sterilized boxes, rubresistant cartons and corrugated board printed in the warm, moist state; and including a special group of examples of "hard-to-print" surfaces such as plastic films, foils, etc.; also, examples of flexographic printing on a variety of stocks; a special exhibit of metal decorating, and an assortment of literature on color and package printing. Personnel: W. F. Cornell, F. A. Weymouth, F. J. Jeuck, J. T. Hargrave, C. S. Johnson, P. N. Baxter, W. S. Law, V. J. Porth, Jr., H. C. Muller, J. F. Steinbruner, E. H. Davis, O. C. Holland, R. D. Head, Jr., W. O. Kaupp, F. A. Dick. *Hotel:* Lake Shore Drive.

INTERNATIONAL MARKING MACHINE CO. Booth 1287. Display of letterpress printing equipment for printing in one, two or three colors on plastics, glass, wood, metals, etc., of any shape. Personnel: H. Berez, B. Berez. Hotel: Congress.

IVERS-LEE CO. Booth 1221. Meeting place for discussion of unit contract packaging. Personnel: L. I. Volekening, J. R. O'Meara, J. P. Measday, R. W. Miller, B. N. Dwor, W. L. Battistella.

JET-PAK, INC. Booth 640. A joint exhibit with Greenwood Packaging Supply Co., including cushioned and insulated bags; liquor and wine sleeves; football seat pads; also introduction of "Pizza Pak" insulated bag to keep pizza pie hot for nearly an hour, Personnel: H. B. Katz, R. J. Cramer, Hotel: Ambassador West.

JIFFY MFG. CO. Booth 1135. Display of shipping bags emphasizing special features, such as multi-color papers, imprints and special construction bag liners; new expanded line of Kushion Kraft Waddings. Personnel: C. F. Johnson, M. C. Weisenhorn, J. D. Farrington, T. E. O'Shea, G. McGuire, H. J. Bower, D. C. Logan. Hotel: Palmer House.

JONES & LAUGHLIN STEEL CORP., Container Div. Booth 867. Exhibiting a complete line of steel drums and pails for every purpose; "Product Protection" by the use of steel surface preparation, interior coatings and plastic liners; demonstrating "how lithography promotes your sales measage in the design and colors you choose"; also the "Jal-Pak" container for wire packaging. Personnel: C. K. Hubbard, J. P.



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Meet the new trend of consumer "Self-Purchasing" with packaging that is **Self-Selling.** A rigid, crystal clear Diamond Plastic Box, properly designed for your product will give it clarity, protection and sales impact-plus the self-sellability it needs to win customers at the point-of-sale.

From the world's largest assortment of stock plastic boxes most packaging problems can quickly and economically be solved. In addition, our prompt, dependable service and quality merchandise assures you of the finest in rigid packaging at the lowest cost.

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Whitlock, E. S. Mercer, E. B. Edwards. Hotel: Palmer House.

KVP CO. Booth 1171. Exhibit of plain and printed product packaging papers; vegetable parchment and waxed papers process reproduction printed for food processing industry. Personnel: D. L. Stocker, D. Brownell, A. Weston, T. Meninga, M. Wood, G. Stewart, C. Mack, J. F. Eaton.

KAHLENBERG GLOBE EQUIPMENT CO, Booth 303. Exhibition and demonstration of liquid filling machines; ampoule feeding, filling and sealing machines; high-speed unscramblers for small unstable containers. Personnel; J. F. Kahlenberg, G. S. Kahlenberg. Hotel: Bismarck.

KARTRIDG-PAK MACHINE CO. Booth 642. Exhibit of Chub packaging machine which fabricates and fills a formed tube and completes closure with an aluminum clip; also demonstrating for the first time a new method of continuously sealing polyethylene film. Personnel: R. M. Bolz, D. W. Zellar.

KENNEDY CAR LINER & BAG CO., INC. Booth 416. Display of polyethylene bags with the new self-sealing closure known as Zip-Lip. Personnel: W. N. Reimann, R. D. Lockman, C. M. Hepp, R. M. Martin, H. M. Hanson, O. W. Fisher, S. J. Kinney. Hotel: LaSalle.

KEYES FIBRE CO. Booth 1189. Dis-

play of molded pulp packaging materials custom formed for precision interior packaging; methods for protecting fragile items in transit; experts on molded pulp designs will be available to render assistance. Personnel: R. H. Chittick, J. S. Parsons, R. D. Carter, D. H. Smith. Hotel: Palmer House.

KIDDER PRESS CO., INC. Booth 1166. Customer interviews. Personnel: E. J. Peal, R. P. Willard, R. Zuckerman, P. Wallace, P. Corey. Hotel: Sheraton.

KIEFER, KARL, MACHINE CO. Booth 1218. Exhibit of Cadet model conveyor type Vari-Visco filling machine; 1-8 stem rotary pressure-vacuum filling machine; also sanitary model of a new mono-piston filling machine demonstrating the metered principle, use of a combination of pressure and vacuum, and the sanitary aspects of filling liquid and viscous products. Personnel: J. A. Rheinstrom, P. R. Fechheimer, J. R. Barnes, R. Stone, R. Schrader, E. Baum, R. Bacon, H. Stone, R. Heller, D. Lyttleton, N. C. Phillips, W. Norton, A. Robertson, F. Jeffrey, F. Sastre, W. Scanlon. Hotel: Lakeshore Club.

KIMBALL, A., CO. Booth 1236. Exhibit of "75" punch marking system; Roto Kimco; Kimco label marker; also motor midget. Personnel: L. J. Waters, J. C. Quinn, Jr., J. P. McGuire, P. S. Brail, J. B. Waters, J. D. Volante, E. D. Morris, P. M. Pope.

KIMBERLY-CLARK CORP. Booth

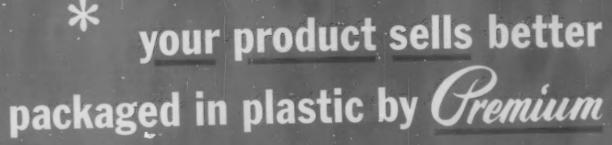
1105. Display of Kimpak interior packaging material; "island laboratory unit" will emphasize technical side of cushioning materials; laboratory demonstrations of comparative performances of cushioning materials. Personnel: E. C. Burch, R. N. DeWilde, W. E. Conklin, J. E. Kirk, R. L. Hoots, R. C. Thweatt, E. C. Evans, K. W. Kaiser, F. J. Burbec, S. L. Swenson. Hotel: Palmer House.

KIMBLE GLASS CO., Sub. of Owens-Illinois. Booth 1006. Display of Snap-Cap Opticlear vials; complete line of parental drug containers including color-break ampoules, syringe cartridges, Neutraglas bottles and vials; also private mold perfume containers. Hotel: Sherman.

KINGSBURY & DAVIS MACHINE DIV., Food Machinery & Chemical Corp. Booth 821. Model "LS" thermoplastic quad stayer with automatic corner-cutter and new stack-type magazine feed for box blanks featured. Personnel: P. D. Bell, W. F. Andresen. Hotel: Palmer House.

KLEEN-STIK PRODUCTS, INC. Booth 1254. Exhibit of pressure-sensitive self-sticking papers and other materials for labeling and point-of-purchase advertising; individual labels and roll-dispensed labels; also "D" transfer tape applicator showing automatic application of strips to printed advertising pieces, such as window streamers, posters, etc. Personnel: G. E. Cole, J. Zal-







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Vulcan Electric Units provide low cost efficient heating for any application in packaging and sealing equipment. Flat or strip, cartridge, tubular, and band type heaters are available in a wide range of sizes, shapes, sheath and insulation materials, voltage and wattage ratings.

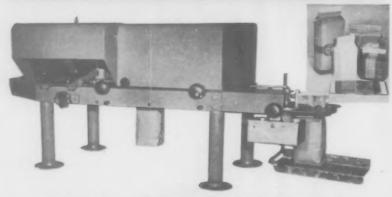
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MODEL GS-54 — Continuous-Motion Bag Closing Machine double-folds, heat seals and/or Glues for sift-proof Closures.

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kind, F. Edgerle, L. Milke. Hotel:

KOPPERS CO., INC. Booth 965. Display of samples of flexible, rigid and insulated packages, molded or extruded from Koppers plastics. Durethene Corp., a unit of Koppers, will exhibit polyethylene film for packaging. Personnel: J. W. Pool, Jr., H. D. Cooper, J. B. Schmitt, L. J. Diamond, E. H. Young, J. S. Sharp, R. C. Clarke, P. I. Spagnoli, V. O. Reising, W. J. Fitzgerald, E. Y. Wolford, L. R. Hunter, P. E. Cornyn, J. H. McSparran, H. Glimpse, J. E. McShane, F. J. Kent. Hotel: Palmer House.

LABELETTE CO. Booth 1230. Exhibit of models 11A and 12A Lab-L-Round labelers. Personnel: J. G. Wesley, S. J. Groudel, A. Meckenberg, M. Tiemann, M. Richards, T. Hoshall, W. Hett, W. King, T. Lewis, L. Hollander.

LECTROMATIC DEVICES, INC. Booth 609. Model 1000 plastic sheeter and bag maker with accessories including foot switch, static eliminator, extra roll rack, electric eye, stacker, predetermined counter and perforator on exhibit; also automatic gummed tape dispenser for tape up to 4 in. wide, which will dispense two different lengths adjustable from 3 to 66 in. Personnel: W. S. Hartford, H. L. Seiden, E. Guelda, W. Mead.

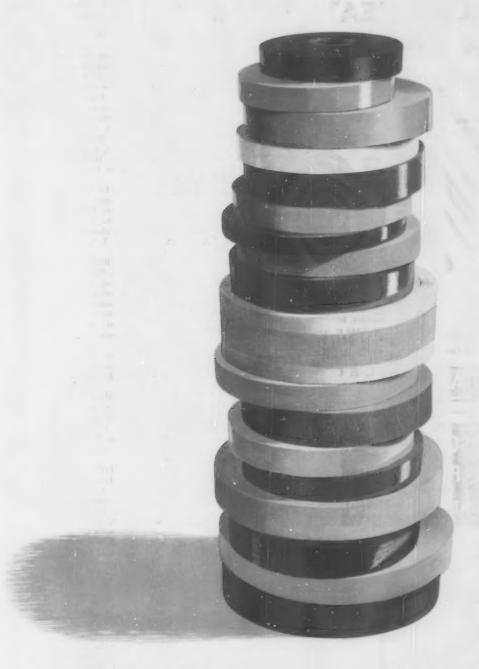
LEMMON & SNOAP. Booth 795. Exhibit of carbide-tipped saws; also display of special saws and special carbide tools. Personnel: R. E. Lemmon, A. J. Snoap, K. R. Lemmon, L. A. Snoap, R. L. Painter.

LUDLOW MFG. & SALES CO. Booth 405. Joint exhibit with L. F. Fales Machine Co., featuring a new Ludlow tying machine in operation using jute twine for tying bundles of corrugated boxes, newspapers, magazines, and employing a new principle of metal seal for securing two ends; also jute twine and seal stock used with the machine on exhibit. Personnel: H. G. Travis, H. C. Lang, J. Birrell, W. S. Malcolm, C. E. Eaton.

MRM CO., INC. Booth 1170. A demonstration of a new rotary labeling machine; also small portable straight line filler, 12-spout straight line semi-automatic filler, multi-spout high-speed fully automatic rotary filler. Personnel; H. D. Manas, F. Rossetti, R, J. Manas, R. Mishkin, R. J. Dealy. Hotel: Sherman.

MANHATTAN PASTE & GLUE CO., INC. Booth 749. Three panel display featuring types of adhesives for more difficult surfaces; also various products on which the adhesives are used. Personnel: S. Eitelberg, S. W. Flaschen, G. N. Davis, K. Schwab, D. Leving. Hotel: Palmer House.

MARKANDY, INC. Booth 227. Exhibit of printed pressure-sensitive tape; Printseal tapes; knife-cut and die-cut



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# PERMACEL TAPES

In our complete line, there's a self-sticking tape for every job ... write Permacel Tape Corporation, New Brunswick, N. J.

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Reduce down time and cut maintenance costs with

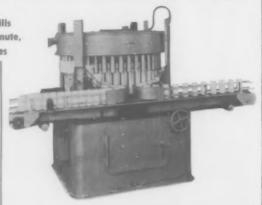
#### PERMANENT PERFORMANCE

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Nalbach PERMANENT PERFORMANCE volumetric fillers—for free-flowing powders and granulated materials—offer you years of trouble free, dependable service. Specifically designed to eliminate expensive breakdowns and stoppages, these high capacity units are used by leading packagers to provide around-the-clock, uninterrupted processing of a wide range of products.

The popular Model 40 R.C. fills up to 400 containers per minute, and the Nalbach line includes other models for the large and small packager.

Nalbach also makes a broad line of can seamers and code daters—to fill out your packaging line and give you smooth, economical operation at every step.



Here are just a few of the reasons for the wide acceptance of Nalbach equipment among quality conscious packagers:

Quick Change Over—all units can be rapidly and easily adjusted to handle a great diversity of container sizes.

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Simplified Overall Design—and no rotating parts in filling heads. Easily operated—no skilled help required.

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Get the full story on all Nalbach units. Write for your free copy of the Nalbach Fact Folder. labels; perforated and printed packaging films; flexographic printing presses. Personnel: M. Andrews, C. Walter. Hotel: Oak Manor,

MARKEM MACHINE CO. Booth 1250. Exhibit of marking machines, featuring Model 126 for printing die-cut pressure-sensitive labels with paper backing, complete paper labels and shipping labels; Model 90S screen process printer; Model 45A for marking plastics, containers and labels. Personnel: R. C. Mensel, D. Putnam, S. Raymond, H. McGinnis, J. Lyon, P. Krutka, J. Kelen, E. Kreft.

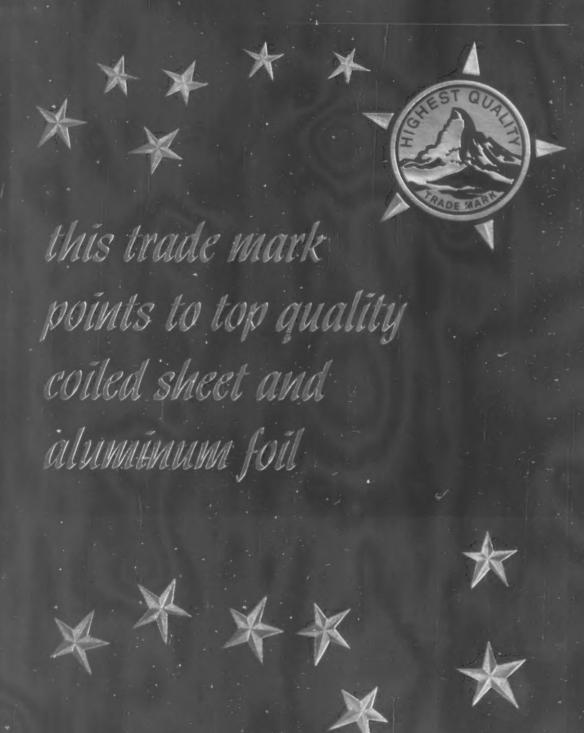
MARSH STENCIL MACHINE CO. Booth 1226. Exhibit of electric and hand-operated stencil cutting machines; fountain stencil brushes; inks; oiled stencil board; electric Dial-Taper and Twin-Taper for dispensing moistened gummed tape; also felt-tip markers, felt-point pens and accessory items. Personnel: E. J. Marsh, W. Marsh, J. Marsh, H. W. Hempel, J. Krause, E. Lorenz, W. LeBeau, F. Steigerwald, H. Woodcock, B. Bruehl, B. Edwards, M. Thayer, W. Dorscher, Hotel: Bismarck.

MERCURY HEAT SEALING EQUIP-MENT CO. Booth 738. Exhibit of Verti-Pak machine for forming, weighing, filling and sealing a variety of products in cellophane, polycell or polyethylene film with date coding or hole punching attachments, and conveyor or turret feeds, at a speed of 30 to 50 per min.; Model VLS-12 Vacuumatic label sealers for saddle labels; Model MPE-12 Polysealer, manually operated sealer for polyethylene; MC-8 Model Cello Sealer, manually-operated sealer for cellophane and polycell. Personnel: J. Dreeben, O. May. E. LeVay, R. Stone, J. Avis. Hotels: Sheraton Plaza, Palmer House.

MILLER WRAPPING & SEALING MACHINE CO. Booth 814. Exhibit of the new Corley-Miller machines—Stor-Rap for wrapping meat, produce and bakery goods at supermarket level; Model MPS wrapping machine; Model BL sheeter-gluer; Kwik-Wrap; hot plates and heat-sealing irons. Personnel: M. H. Corley, J. P. Corley, B. Freeman, P. Freeman, J. Hagberg, F. Kocarek, C. W. Montgomery, F. Faletti, A. Prosser, B. Harper.

MILPRINT, INC. Booth 884. Exhibit featuring actual products on display in a simulated store atmosphere to illustrate importance of a package in buying decisions. Personnel: G. Everitt, W. Heller, Sr., A. Snapper, R. E. Hanson, B. Hefter, S. Rosen, L. Zimmerman, C. K. Billeb, P. Hultkrans, W. Hulinger, R. Becker, R. W. Lundberg, R. Vornholt, H. Jones, J. Bode, E. Angsman, D. Callahan, D. Dooley, D. Hull, A. Jacobs, J. Sevick, C. Williams, J. Rose.

MINNESOTA MINING & MFG. CO. Booth 1025. Exhibit featuring giant "gold" model of the two billionth commercial length roll of tape produced by the company; working models of auto-



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matic tape applicators and packaging applications for "Scotchpak" brand heat-sealable polyester film. Personnel: R. W. Mueller, E. L. Decker, D. J. Joyce, L. M. Berlin. Hotel: Conrad Hilton.

MODERN PACKAGING. Booth 1013.
MODERN PACKAGING Magazine, MODERN PACKAGING Encyclopedia and other Breskin publications on display; a place to meet and rest and visit with the staff of the magazine. Personnel: C. A. Breskin, A. S. Cole, J. M. Connors, J. C. Galloway, R. C. Beggs, W. F. Kennedy, H. Friedman, B. Gussow, P. H. Backstrom, M. A. Olsen, S. S. Siegel, R. C. Nilson, B. R. Stanton, L. Stouffer, P. Hagens, W. C. Simms, P. A. Urion, C. A. Southwick, Jr., R. Van Boskirk. Hotel: Conrad Hilton.

MOJONNIER ASSOCIATES, INC. Booth 876. Exhibit showing a complete aerosol filling line in operation, coordinating the products of many suppliers to the aerosol industry resulting in a complete, finished product; also a new rotary filler capable of speeds up to 600 units per min, on 4-oz. fills, and an automatic weight control and recording system for volume packaging.

MOORE, KENNETH J., & CO. Booth 1110. Exhibit of Gluemaster Round Can-tainer labeler with electronic label feed; Gluemaster 70-in. Spot Coater for applying polyethylene, wax and adhesives to corrugated and folded carton stock; automatic tube labeler for ½ to 6 in. diameter, 32-in. length, at speeds up to 50 per min.; Gluemaster spot coater 14-in. to 32-in. width; electric Cookmaster heating equipment; standard line of label paster package sealers and combining presses. Personnel; K. J. Moore, C. Orman, F. McBratney, L. Cohen, R. Smallwood, S. O'Regan.

MOSSTYPE CORP. Booth 1136. Demonstration of "D-Mount" rubber plate cylinders for use on flexographic printing presses; also rubber plate mounterproofer machine. Personnel: F. Moss, A. R. Bradie, H. Myers, J. Gerard, J. Lecraw, L. Moss. Hotel: Morrison.

MYSTIK ADHESIVE PRODUCTS, INC. Booth 218. Exhibit of new Kylon transparent tape; opaque Kylon tape in 12 colors; improved, whiter, printable paper tape; colored freezer and packaging tape; high-tensile rope-stock tape; Flexstron filament-reinforced tape with tensile strength of 240 lbs. per in.; waterproof plastic-coated cloth tape in 14 colors, including Mystik 6000-A for export shipments; complete line of high-low temperature tapes for special purpose packaging and shipping op-erations, including Mylar film tape, fibreglass and aluminum foil tapes, all with silicone adhesives; also "Manual of Pressure-Sensitive Products" on hand. Personnel: W. J. Miller, G. V. Disbrow, D. R. Hager, R. H. Dietz, T. S. Pool, J. B. Lundy,

NALBACH, JOHN R., ENGINEERING



Let Britel dress up your products in handsome transparent "show-all" plastic packages and displays. Show your merchandise to best advantage at the place where the customer makes his decision to buy.



No matter what type of product you sell, Britel will design and injection mold a custom-made plastic container or display device—individually tailored to emphasize the product's sales features, and to attract shoppers' attention.



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#### — the aluminum pouring spouts

Seal-Spouts have established consumer acceptance and preference. Seal-Spouts are automatically applied to packages right in the production line. Packages of free-flowing products are—

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- . EASIER TO POUR
- . EASIER TO STORE

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SEAL SPOUT Corp.

MOUNTAINSIDE, NEW JERSEY

CO., INC. Booth 639. High speed automatic adjustable seaming machine for applying metal closures on paper or metal body containers on exhibit. Personnel: J. R. Nalbach, L. G. Weston, R. L. Mucci.

NASHUA CORP. Booth 1130. Complete line of plain, printed and reinforced gummed tapes; also full line of manual and electric retail and industrial tape dispensing machines. Personnel: J. McDermott, C. T. Blum. Hotel: LaSalle.

NATIONAL ADHESIVES DIV., National Starch Products, Inc. Booth 950. Exhibit will feature specialty laminating adhesives; high-speed resins; hotmelt applications. Personnel: F. Greenwall, D. Pascal, J. Dillon, S. F. Thune, L. Klempner, F. L. Murphy, J. C. Clay, H. Kaufmann, B. C. Gordon, R. C. McGaffin, W. Sederlund, S. Gold, C. Fazioli, R. L. Pett, P. Gronendyke, S. B. Richardson, G. Kaufmann, S. W. Bomar, H. R. Fisher, E. J. Murphy, J. Galick, B. V. Crowe, O. P. Kulin, S. F. Phalen. Hotel: Sheraton.

NATIONAL CAN CORP. Booth 786. Pictorial exhibit illustrating sampling of representative services offered to customers. Personnel: R. S. Solinsky, R. Stuart, A. H. Hartung, D. Rappaport, F. B. McNamara.

NATIONAL CONTAINER CORP. Booth 995. Electronic display featuring a large three dimensional relief map of the United States with disks representing company's timber reserves, mills, plants and other servicing units; container production traced in line drawings and executed in Plexiglass; also color transparency showing production methods and latest container design. Personnel: H. H. Berne, W. Bofenkamp, L. E. Browne, H. Cann, W. T. Dailey, L. R. Edwards, W. Ericson, P. Houns, C. H. Jones, A. H. Malcom, L. T. Moore, H. J. O'Brien, J. W. Quarte, E. Smith, R. Stiff, F. Straub, C. Test, Hotel: Conrad Hilton.

NATIONAL METAL EDGE BOX CO. Booth 1035. Exhibit of various packages as used by large and small companies in many different industries; also augmented line of standard material control specialties, as well as military use of the Metal Edge method; operation of a stayer to show how boxes are assembled from flat right in plant for readily available fresh supply. Personnel: H. J. Baldwin, C. F. Banks, R. W. Beales, L. E. Berry, J. W. Birch, C. T. Dussoulas, R. W. Ross, C. Paist, F. Salzman, K. C. Shugars, W. E. Welter.

NESBIT INDUSTRIES, INC. Booth 791. Exhibit of Styrofoam box inserts; Styrofoam hollow containers; package decorations; Christmas decorations; Christmas decorations; J. R. Nesbit, W. J. Nesbit.

NEW ERA MFG. CO. Booth 1188. Dis-



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Call your nearby Gaylord packaging engineer for boxes made to your prescription.

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GAYLORD CONTAINER CORPORATION \* ST. LOUIS

DIVISION OF CROWN ZELLERBACH CORPORATION



play of labels, tags, specialties, tickets and forms produced on the New Era Press; also booklets and tags strung or wired on the Graeber stringing and wiring machine. Personnel: J. E. Morris, K. J. Conrad, A. D. Poma. Hotel: Morrison.

NEW JERSEY MACHINE CORP. Booth 1118. Exhibit of both semi-automatic and fully automatic bottle labeling machines in operation. Personnel: R. Wellbrock, G. Von Hofe, A. Schaefer, J. Brown, R. Heguy, M. Smith, K. Leeson, K. Neimeier, R. S. Gold. Hotel: Palmer House.

OGDEN MFG. CO. Booth 769. Electric heating elements for package-wrapping machines, heat sealing, molding, etc., on exhibit. Personnel: R. M. Grendys, B. T. Clark.

OLIN MATHIESON CHEMICAL CORP., Film Div, Booth 905. Olin cellophane and polyethylene on display. Personnel: M. L. Herzog, A. T. Safford, Jr., G. R. Johnson, G. W. McCleary, E. L. Holloway, E. B. Beeks, J. C. Mertes, C. W. Ellis, B. H. Heim, J. B. Pritchett, V. L. McNeel. Hatel: Palmer House.

OLIN MATHIESON CHEMICAL CORP., Forest Products Div. Booth 907. Display of kraft packaging. Hotel: Drake,

OLIVER MACHINERY CO. Booth 853. Exhibit of 799 wrapping machine; the 804 package or vial labeler; the 806 label imprinter; cut-stacker with jumbo label size capacity of 6 in. in cut-off by 6 in. in width; also roll-type thermoplastic labels. Personnel: H. B. Tuthill, S. H. Massingham, F. Caldwell, G. E. Matthews, M. DeWitt, W. Lowthian, J. Walsh. Hotel: Congress.

OWENS-ILLINOIS GLASS CO. Booth 1006. Exhibit of convenience packaging offered to packers, marketers and consumers, including lighter weight glass containers, Vapak closures, plastic fitments, sales minded shipping containers, design, research and single source service. Hotel: Sherman.

PACK-RITE MACHINES. Booth 1054. Display of full line of jaw heat sealers for cellophane, glassine, laminated kraft and scrim, poly, etc.; rotary Plasti-Sealer for sealing poly and other plastic bag materials; rotary Speedsealer with cooler wing and ink printing code dating for cello, glassine, etc.; Holm automatic weighing and filling machine; also belt packaging conveyor. Personnel: H. L. Vogt, A. E. Poll, G. Higuchi. Hotel: Harrison.

PACKAGING INDUSTRIES LTD., INC. Booth 1002. Display of Sentinel heat-sealing machines with newly developed Sentinel Pacemaker thermal impulse heat sealer for many types of unsupported thermoplastic films such as polyethylene, Mylar, vinyl, nylon, etc.; demonstration of blister heat sealing on recently developed machine; jaw

type heat-sealing machine with control cabinet and band rotary for sealing coated and laminated barrier materials meeting government specifications. Personnel: H. A. Rohdin, E. C. Griepenkerl, C. C. Jacobson. Hatel: Bismarck.

PACKAGING PARADE. Booth 1049.
Magazine personnel on hand to answer questions and offer assistance. Personnel: M. O. Pottlitzer, M. Haywood, Jr., C. J. FitzGerald, D. Dean, T. Rickard, G. P. Haywood, C. S. Abbott, G. Manypenny, H. E. Roden, L. B. Bergstront, M. O'Hara, J. H. Willcox, R. Bauser.

PAISLEY PRODUCTS, INC. Booth 1139. Display of typical gluing applications in mural form with samples of adhesives and some of their applications; new adhesive developments and technical service bulletins; technical engineers will be present to discuss new adhesive requirements and gluing problems. Personnel: E. C. Lenz, H. R. Callahan, E. Bearman, G. J. Muller, I. G. Nichol, D. Bookshester, C. Murphy, S. Schuller, M. Stempel, Sr., M. Stempel, Jr., R. Stone. Hotel: Congress.

PAK-RAPID, INC. Booth 641. Exhibit of automatic packaging machine equipped with tray conveyor feed, printing unit, electronic temperature control and package delivery at table height; also turret feeding mechanism which can be used as an interchangeable attachment. Personnel: J. Irvine, B. Karpowicz, S. B. Vrooman, J. J. Coakley, R. L. Ware, T. Hoshall, T. L. Peterson, G. Rawak, E. M. Porter.

PETERS MACHINERY CO. Booth 1126. Exhibit of Model SG carton- and tray-forming and gluing machine; Peters-Ohio carton- and tray-forming and gluing machine; Model UD cellophane sheeting and stacking machine; also samples of variety of cartons handled by machines. Personnel: H. L. Greene, B. C. Lewis, J. Boehler, R. F. Windstrup, W. Jager.

PFAUDLER CO. Booth 622. Exhibit of new outsert applicator suitable for most rectangular containers. Personnel: C. M. Clark, L. E. Backer, C. W. Beck. Hotel: Conrad Hilton.

PIERCE WRAPPING MACHINE CO. Booth 694. Exhibit of straight length wrapping machine for lumber, pipe, rolls of plastic, etc.; spiral wrapping machine for coils and other cylindrical items. Personnel: E. J. Schrubb, P. Pierce, B. Pierce.

PITNEY-BOWES, INC. Booth 629. Exhibit of the Model 4800 packaging imprinting machine; three versions of the Tickometer high-speed counting and imprinting machine; Model 3700 parcel post scale; Model 4100 electric-powered mailing machine; desk model DM postage meter machine, and the Folding Machine. Personnel: J. Grellner, P. Roberts, R. Harris, P. Weber, [Continued on page 390]



## PROTECTION is our business, too

Just as alert police officers guard the safety and well-being of your community—J&L Steel Containers protect your products by providing dependable packaging that assures safety in transportation and storage. Their precise fabrication assures accuracy in all fittings and closures. J&L drums and pails are chemically cleaned and dried by the JaLizing process. This assures a clean and dry, rust-inhibiting surface and increases the adherence and durability of decoration and interior lining.

Special protective interior linings are available to provide the best possible packaging for your products.

Jal-Coat, J&L's lithographing process, applies your trademark and sales message to the finished container . . . no side seam touch-up is ever required.

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Jal-Coat, J&L's exclusive color lithographing process, adds sales appeal to your products.





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High-speed precision-register printing on practically any stock in any practical multiple of colors. Meet the ever-increasing demand for more and better wrappers, labels, and cartons for packaged goods with Champlain inline rotogravure. "Speedry" ink fountain insures true reproduction of color and instantaneous drying. Print from roll stock 8" to 44" wide.

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In one pass — only once through the press — it cuts, creases, and automatically yet thoroughly strips 7,500 to 10,500 cartons per hour from a continuous web. Platen press quality at better than cylinder press speeds.

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Delivers from 8,500 to 12,500 square cut sheets per hour with 1/64" accuracy. Faster than any other standard sheeter. Positive sheet handling eliminates damage. No waste trim

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Champlain's ability to design and build special units is based on years of experience in developing inline printing, fabricating, and delivery equipment.



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SEALED CARTON
PRESERVES FRESHNESS

Krug's cuts cost 40%

... doubles packaging production with

end loading



cartoners

PACKAGING PRODUCTION DOUBLED—Krug's, one of New York's leading bakeries, reports that they have increased their packaging production by 100% while at the same time reducing their labor costs by 40%. For example, as shown in the photos above, with one girl loading and another unloading, they package 32 delicate cakes a minute. With a changeover that takes but a few minutes to make, the same loading operator could load 70 pies a minute. That's production!

30% CARTON SAVINGS - Along with the increase

in production, the switch to end-loading CECO Model 40 Cartoners has enabled Krug's to use folding cartons at a saving of 30% in carton costs, and additional

savings in warehousing costs. These savings alone pay for the CECO Cartoners in a short time.

EXTRA VALUE TOO — This change to folding cartons has given Krug's products an extra plus too, because unlike old-style two-piece cartons, their one-piece cartons are sealed—sealing in the freshness that the consumer appreciates.

The list of bakeries using the CECO Model 40 Cartoner is long, including Wagner, Drake, Fischer,

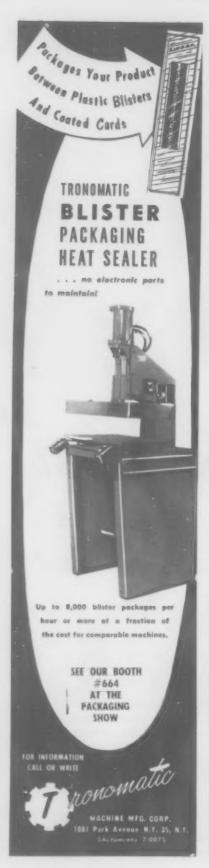
Dugan, Blue Bird, Bradley Pie, Table Talk, Horn & Hardart, and many others. Find out how you can slash production costs. Write for brochure today.



# CONTAINER EQUIPMENT CORPORATION

MEMBER, PACKAGING MACHINERY MANUFACTURERS INSTITUTE

78-88 LOCUST AVENUE, BLOOMFIELD 3, N. J.



[Continued from page 386] R. Brooks, H. Watkins. Hotel: Palmer House.

PLASTIC CONTAINER CORP. Booth 783. A display of polystyrene and polyethylene stock items in a wide range of colors and sizes. Personnel: J. E. Harkless, J. MacArthur. Hotel: Drake.

PLASTIC JEWEL CO., INC. Booth 646. Display of plastic re-use packaging items: jewel boxes, handbags, cosmetic cases and travel kits. Personnel; H. J. Gendler, J. A. Schur. Hotel: Palmer House.

PLASTICS WORLD. Booth 685. Display and distribution of April packaging issues; also latest copies of weekly Plastics News Letter. Personnel: C. W. Cleworth, W. B. Cowilich, D. Trott, P. Pincher, R. Tindall, R. J. Ahrens, F. Mahnke, Jr., G. W. Rhine.

PLAX CORP. Booth 953. Exhibit of newest developments in lined polyethylene containers; new thin-walled plastic carriers competitive with glass; new large ware for convenient, space saving shipping; also packaging achieved through use of highly stable, clear Polyflex. Personnel: W. Bolton, J. W. Carlile, C. P. Fortner, E. W. Fuerst, W. E. Gamron, R. A. Glaenzer. J. H. Parliman, A. K. Thorn. Hotel: Conrad Hilton.

PNEUMATIC SCALE CORP., LTD. Booth 1149. Demonstration of 4-Hd. Pneumatron weigher and Vacuflow Jr. powder filling machine; also display of bottles and packages to illustrate operations being handled on Pneumatic machines. Personnel: W. E. Coughlin, N. S. Ross, A. T. Buskens, R. H. Eiff, R. W. Coughlin, H. Foster, H. H. Conklin, G. J. Ross, O. H. Hultin, D. W. Tiano, F. E. McIntosh, G. L. Libby, K. D. Doble, Jr., K. M. Peterson. Hotel: Palmer House.

PONTIAC ENGRAVING & ELECTRO-TYPE CO. Booth 1279. Exhibit of Electroplastic duplicate printing plates; Accuratypes all copper duplicates for making molding patterns; color retouching on carbros, dye transfers and color transparencies; color photography of food and other subjects; original patterns in copper, zinc and magnesium for rubber plate molding; creative package design and press sheets from carton printing presses; also complete range of services for packaging industry. Personnel: C. Mawicke, A. Mawicke, R. Gegan, B. Johnsen, H. Pingrey, J. Ringnald, G. Seper, J. Townes, H. Olsen,

POPPER & SONS, INC. Booth 1235. An exhibit of the automatic sterile ampoule filling and sealing machines; automatic vial and bottle filling and stoppering equipment; high-speed tablet and capsule counting and bottling ampoule filling and sealing machines; chines for a broad range of glass, metal, plastic and wooden products. Personnel:

A. M. Dunn, R. A. Popper, J. M. Cozzoli, M. L. Feigenbaum, R. G. Illner.

POTDEVIN MACHINE CO. Booth 1133. Exhibit of slip tube labeler for applying slip labels to collapsible tubes, Model 2R sheet coating machine, Model MG edge gluer for thin materials, and 6-in. label activator for thermoplastic labels; also samples of handle and flush-cut cellophane bags made on Potdevin's new bag machines. Personnel: J. H. Richmond, R. A. Potdevin, J. S. Hawkins, J. S. Hamilton, A. G. Miller, M. B. Jones, G. Kirchner, A. Holmes, S. Norton, J. Donohoe, Hotel: Bismarck.

PRINTING MACHINERY CO. Booth 743. Display of complete line of products including Sterling toggle hook and base system in both magnesium and semi-steel for mounting and registering flatbed letterpress printing plates; Warnock rotary hook system for mounting and registering curved letterpress printing plates; die cutting machine for high production of die cutting fancy shaped labels; Flinker fountain dividers; also Warnock positive lock bronze Quoins. Personnel: L. Augustine, C. Brestel, J. C. Lawless, J. K. Carlin, J. C. Millan. Hotel: Harrison.

PYROXYLIN PRODUCTS, INC. Booth 663. Exhibit of Proxsealer blister packaging machine in operation; also literature and information pertaining to the use of packaging materials and accessories. Personnel: C. E. Fawkes, W. C. Wilson, P. H. Yoder, W. Ashley, B. Bemus, D. Fawkes, D. Getz, G. Hollinger, T. Shartle, G. Tomlin. Hotel: Windermere East.

S

RAPID RIBBON CORP. Booth 1258. Exhibit of the various uses for Rapid Ribbon in the food, candy, cosmetic and apparel accessory fields. Personnel: J. M. Gordon, K. D. Rice, J. Inglis.

REYNOLDS METALS CO. Booth 925, Display of samples of aluminum foil packages; also new Reycon container closing and handling equipment. Personnel: P. Murphy, B. Donaldson, J. C. Bjorkholm. Hotel: Conrad Hilton,

RHEEM MFG, CO. Booth 423, Exhibit of steel shipping containers, drums and pails. Personnel: W. S. Goodfellow, A. W. Nides, H. H. Fitler. Hotel: Palmer House.

RIEGEL PAPER CORP. Booth 332. This comprehensive display of packaging papers includes many new packages using Riegel papers. Personnel: A. P. Mitchell, F. Lienbach, C. Schaeher, C. W. Hoffman, T. F. Donoghue, N. W. Postweiler, W. Endicott, W. Riegel, W. F. Collins, H. A. Hughes, R. A. Simpson, C. Wright, W. Crose, J. Ward, R. Schlienz, E. Penn, A. Christensen, F. H. Mundt, Jr., A. Klima, F. Triggs, Hotel: Palmer House.

RITCHIE, W. C., & CO. Booth 730. Joint exhibit with Stone Container

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36 inches

The most important three feet
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... between a hot item—and a dead duck.

Better not guess whether or not your product can "go the distance"! Make sure—with attractive, sales-compelling packaging by Milprint, the only source to offer you the widest variety of packaging materials and printing processes plus over fifty years' experience in creating and producing packages that sell! Call your Milprint man—first!

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\* fully adjustable for package variety \* rapid changeover adjustments Fully automatic, the great Elgin-Wrap is built to be a steady, swift and easily

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Printing and Hot Stamping Machines.

Corp., including set-up boxes; cosmetic boxes; folding cartons; fibre cans, tubes, spools and cores; transparent containers; specialty displays. Personnel: L. A. Warmuth, G. S. Denning, H. F. Dimon, A. Stone,

ROSENTHAL MFG. CO. Booth 229. Display of Wrap-O-Matic paper feeding and cutting machine with automatic controls, for feeding, measuring and cutting kraft and other types of paper, single-faced corrugated and cello-phane. Personnel: H. Rosenthal, Mrs. H. Rosenthal, L. Jaffe, Mrs. L. Jaffe, A. Weinberg, Mrs. A. Weinberg, R.

ST. REGIS PAPER CO. Booth 1075. This exhibit includes fully auto-matic bag-filling machine; octagonal 1,000-lb, Bulk-Pak; four-color preprinted box; display stands and display corrugated decorations; Fome-Cor box; Wedge-lok 250-lb. bulk unit; Auto Loding machine for Flap-Lox boxes; different types of laminations including polyethylene to glassine and polyethylene to wax; Polyette bag-making machine; Vac-u-seal machine; "Wee Pak" machine for liquid wrap; stepped-end multiwall paper bags; Lustergrip treated bags; Structural Strip bags; tear-strip bags, and glassine and greaseproof papers.

SCALE SPECIALTIES & SYSTEMS, INC. Booth 415. Exhibit of three standard recorders and scales as used in conjunction with liquid and powder fills; Datamatic weight calculator, an automatic graphing device recording weight variations of fill; new automatic case feeder which places a shipping carton on a scale, check weighing it and feeding a second and continued shippers onto scale. Personnel: L. F. Hansen, D. A. Hansen,

SCHJELDAHL, G. T., CO. Booth 219. Exhibit of Model 40-40 side-weld bag machine with split-draw roll attachment running two separate printed webs synchronized simultaneously on one draw roll; also flying-knife atfachment which converts side-weld machine to conventional bottom-seal machine with production of flat-tube, side-gusset liners to 40 by 70 in. Personnel: G. T. Schjeldahl, J. Womack, N. Buck, M. Novotny, J. Marcell. Hotel: Conrad Hilton.

SCHROEDER MACHINES CORP. Booth 1053. Display of Casealer, short case sealer; Quadnumatic machine which automatically opens and forms corrugated case, accumulates the contents, injects contents into case, glues and seals; also pneumatically driven, combination case opener and former, with bottom gluer and sealer which selects flat case from the magazine within the machine and delivers the preformed case with bottom sealed at high speeds. Personnel: A. C. Schroeder, B. Nagy, C. J. Grant, A. C. Schroeder, Jr., K. J. Kortvelesy, J. O. Eastman, W. S. [Continued on page 397]

# THE BIG ATTRACTION IS BOOTH 965





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# Cellu-Craft makes the packages for America's Best Selling Brands

Because Cellu-Craft transparent, flexible packages are sales-creating packages... they spark impulse sales...build consumer recognition and demand! Design-engineered to solve your merchandising-sales-packaging

Problems.... fit your production needs.
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Before leaving for Chicago for the National Packaging Exposition (April 8-11)—mark the ATF booth number on your packaging show program—then be sure to drop in for a look, a chat or a specific discussion on a printing problem you may have.

The ATF Representative will have new informa-

tion available for you on Gravure, Offset and Flexographic Processes for Package Printing.

If you are unable to attend the Show, write to American Type Founders, 200 Elmora Avenue, Elizabeth, N. J., for information on any or all of these package printing processes.

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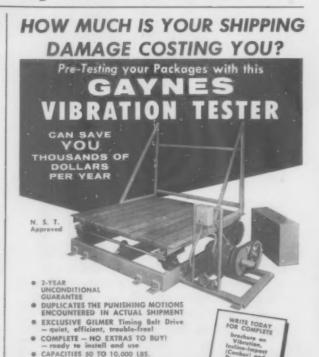


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GAYNES ENGINEERING CO.

[Continued from page 392] Scanlon, D. Bell, N. C. Phillips, J. H. Myers, A. Durand. Hotel: Conrad Hilton.

SEAL-O-MATIC DISPENSER CORP. Booth 1267. Exhibit of Seal-O-Matic 55 automatic tape machine for reinforced and regular gummed tape; Flash carton openers; Lewis trigger safety knives; Sted tape rules; also automatic and manual gummed-tape sealing machines, label and envelope moisteners and pressure-sensitive and cellophane tape dispensers. Personnel: S. Ortner, A. E. Shapiro, E. Kaake, R. McCarty. Hotel: Morrison.

SEAL-SPOUT CORP. Booth 1129. Display of samples of products now using Seal-Spout pouring spouts and illustrations of typical machine installations. Personnel: M. H. Klausmann, H. J. Brucker, R. P. Von Culin. Hotel: Palmer House.

SEAMLESS RUBBER CO. Booth 765. Display of pressure-sensitive tapes for packaging, waterproofing, protecting, bundling, strapping, insulating, sealing, etc. Personnel: W. H. Boylan, R. M. Reid, G. Nonko, W. C. Weeks, K. E. Gibbons. Hotel: LaSalle.

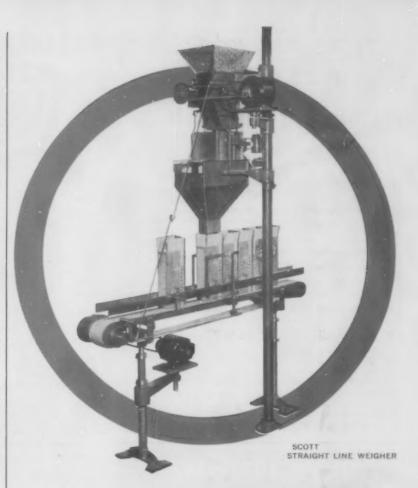
SHEAR-PRINZ ASSOCIATES. Booth 767. Display of ready-made bows and package decorations with special speedy stick-on method of application; bows and package decorations with rubber-band application for bottled and boxed goods; novelty and import items; also free design service. Personnel: I. S. Prinz, L. Shear, B. Jones, B. Holzberger.

SHOPSIN PAPER CO. Booth 632. Display of colored foils; foil carton board; foil gummed and ungummed label stocks; foil tags and cover stocks; foil laminated to fabric; duplex foil; highpolish foils; hard metal laminations; chrome white laminated tag and carton stocks; flexible films, and fibreglass laminations. Personnel: M. Shopsin, S. Shopsin. Hotel: Palmer House.

SIGNODE STEEL STRAPPING CO. Booth 324. Demonstration of latest power-strapping equipment to show advantages of steel-strapping applications on cartons, bundles, boxes, pallet loads, etc.; advantages of use of Addison-Semmes expendable pallets; also Adjusta-Pak, which eliminates many custom containers. Personnel: J. M. Moon, M. C. Carlson, C. H. Carlson, R. E. Frase, W. Isom, J. F. Redford, J. R. Williams, A. Hamrick, A. Perry, G. C. Mickelsen, R. I. Laggren, E. N. Wicander, H. Grimes, D. W. Fiedler.

SIMCO CO. Booth 1185. Exhibit of static eliminators, including standard and shockless types, showing for the first time a new static bar that is totally encased; animated illustration of how static is neutralized. Personnel: D. Simons, H. Schweriner, W. Levy. Hotel: Sherman.

SIMPLEX PACKAGING MACHIN-



#### **Fully Automatic-yet simple**

Its heart is the basic Scott Net Weigher . . . precision built, accurate, speedy . . . ideal for packaging coffee, rice, salt, beans, seeds, candy, crackers, tacks, chemicals, etc. By adding a conveyer, automatic controls (and a power feeder if needed), you have a fully-automatic weigher — changeover is a simple manual adjustment.

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ERY DIV., Food Machinery & Chemical Corp. Booth 314. Display of Model 24-7S side-weld polyethylene bag-making machine with vertical unwind; also Model 300 cellophane bag-making machine. Personnel: G. C. Jones, D. A. White, F. Simpson, J. D. Hoffman, G. A. Rowe, G. Purvis, C. L. Rust, H. Williams, W. R. Wilson. Hotel: Palmer House.

SINCLAIR & VALENTINE CO. Booth 825. Special display and printing material. Personnel: M. J. Leckey, H. J. Soriano, R. H. Scott, T. Buchanan, B. Beall, F. Fonseca, Hotel: Palmer House.

SMITH, H. P., PAPER CO. Booth 618. Custom-processed barrier materials for protective packaging on display; also waxed, oiled, laminated and polyethylene-coated papers. Personnel: J. F. Pendexter, G. H. Sullivan, H. A. Gamauf, E. H. Townsend, J. W. Campbell, E. C. Parke, J. F. Oswald, E. J. Mack. Hotel: Stockyards Inn.

SOABAR CO. Booth 1263. Display of Model 22 self-stop marker to print, cut, count and stack various sizes of box end labels, shipping labels, etc., used in packaging and identification; Model 10 Thermaply labeling machine which prints and attaches heat-seal labels to cellophane and untreated polyethylene packages; also Model 20 label marker which prints smaller gummed and pressure-sensitive labels used for price marking and identification. Personnel:

T. J. Fitzgerald, D. Tamaccio, R. G. Tragus, W. Searcy, S. M. White, J. Downey, *Hotel:* LaSalle.

SOUTHERN CALIFORNIA PLASTIC CO. Booth 787. Display of plastics articles for the packaging industry. Personnel: P. O'Brien, E. Anderson. Hotel: Conrad Hilton.

SOUTHERN SPECIAL PRODUCTS. Booth 1035. Exhibit of colored, printed and designed linerboard; greaseproof, glassine and Lardpak linerboard; laminated filmboard, woodgrains and solid fibre kraft board (plain and printed); Quilon treated board; Southern Special shoe board (plain and printed). Sample kits available. Personnel: J. F. Whitby, E. J. Miller, R. Hawkins, G. Porterfield. Hotel: Congress.

SPEEDRY PRODUCTS, INC. Booth 1244. Exhibit of Capac brush pens; Stencileers; Magic Markers; marking, stenciling and stamping inks. Personnel: S. N. Rosenthal, B. Hatcher, E. Harmon. Hotel: Conrad Hilton.

SPENCER CHEMICAL CO. Booth 895. With the theme "'Poly-Eth' Is Your Packaging Pal—A Polyethylene For Every Purpose," the exhibit will show a range of products made from "Poly-Eth" film-grade resins including soft goods, produce and laminations; demonstrations in motion of the impact strength and clarity of the film and the boilability of "Poly-Eth Hi-D," a new

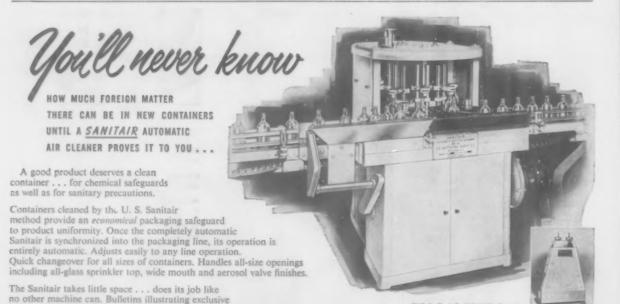
film development. Personnel: G. Olson, R. Bailey, W. Schopflin, M. H. Straight, F. Sutro.

STANDARD-KNAPP, Div. of Emhart Mfg. Co. Booth 850, Personnel: F. O. O'Leary, M. S. Cressy, G. F. Dun, A. J. Hetzel, S. W. Capper, L. E. Leyner, A. L. Johnson, F. P. Lonsdale, A. J. Kacprowski, C. R. Strehlau, H. C. Selig. Hotel: Bismarck.

STANFORD ENGINEERING CO. Booth 1076. Exhibit of new line of slitters for the converting industry; also web guides, constant-tension unwind stands and constant-tension rewind drives. Personnel: W. T. Stanford, Wayne T. Stanford, O. E. Stanford, R. W. Payton, R. D. Hull. Hotel: Palmer House.

STERLING SEAL CO. Booth 1195. Display of metal closures; protective aerosol caps; Compo lined mounting cups, and metal stampings specialties, Personnel: E. L. Travis, C. G. Gardner, W. Frank, J. Michell, W. Brown, F. S. Patton, Hotel: Congress.

STOKES & SMITH CO., Sub. of Food Machinery & Chemical Corp. Booth 821, Exhibit of Model "EH" Neverstop high-speed carton filler and sealer; Model "EG" Universal auger filler; Model "BS" Stokeswrap automatic flexible-packaging machine; also SIG type HSK automatic cellophane overwrapping machine. Personnel: W. R. Huguenin,



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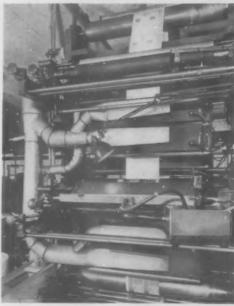
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MODEL DS-12 with 12 Duplex Heads. Handles bottles or jars up to 4" in diameter with a capacity of from 125 to 250 containers per minute. Synchronizes into packaging lines and is adjustable to line operation. When writing for full details, please give Model Number.

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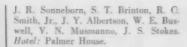
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STONE CONTAINER CORP. Booth 730. Joint exhibit with W. C. Ritchie & Co., including corrugated shipping containers for high-density products, clothing, frozen foods, liquids and semiliquids; foil-lined corrugated containers; exterior and interior designs; displays; and folding and set-up cartons. Personnel: I. E. Wright, J. Hayman, J. Mechan, I. Cohn, J. Vesely, J. K. McBain, J. I. Buchegger.

SWIFT & CO., Adhesive Products Dept. Booth 849. Samples and information on adhesives developed in 1956, including an exhibition of a line of resin and rubber adhesives in solvent. Personnel: E. R. Paul, S. E. Carroll, C. S. Young, W. W. Truxes, W. N. Gould, O. H. Lipps, W. C. Loeffel, O. E. Morin, W. E. Isley, R. B. Mazar, J. F. Mack, E. W. Soelter.

TEE-PAK, INC. Booth 889. Exhibit of cellulose and plastic packaging films, featuring packaging of bacon in company's new shrinkable film "Snug-Pak" on automatic wrapping equipment; line of "Unilox" printed saran for meat; complete line of cellulose materials for meat processing and packaging; also introducing Tee-Pak's Cellulose Banding Div. with demonstration of banding multiple-pack items with shrinkable cellulose. Personnel: E. E. Ellies, L. B. Tauber, D. E. Focht, L. J. Cullen, F. J. Pool, L. P. Wight, W. J. Hlavacek, R. M. Peterson, A. H. Bowermaster.

TOLEDO SCALE CO, Booth 879. Demonstrating the new Toledo high-speed Classifier, which checks automatically the weight of packages against predetermined standards; Weight Data Systems which transmit digital weights from remotely located scales to recording and indicating devices; new fantype, triple-ratio counting scale for extra large quantities of small parts. Personnel: M. W. Mengel, G. H. Webb, C. H. Cadwallader, F. L. Thomas.

TOMPKINS' LABEL SERVICE. Booth 1117. Display of packages labeled by all types of high-speed automatic equipment, single-cut labels, roll, pressure-sensitive, heat-seal and bag-top labels. Personnel: R. Norris, C. Orth, W. H. Baile, R. Heyden, M. L. Mac-Cracken, E. LeBelle, J. K. Tompkins, F. L. Tompkins, A. Tompkins, I. Van Hoff, J. Hines. Hotel: Palmer House.

TRI-WALL CONTAINERS, INC. Booth 672. Tri-Wall Pak containers featured. Personnel: A. Goldstein, E. Waldorf, H. Anderson, C. Dodge, J. P. Delehanty, L. Woodrum, W. Danahy. Hotel: Bismarck.

TRIANGLE PACKAGE MACHINERY CO. Booth 1180. Exhibit of Model A3-L1 automatic bag-making, filling and

# WHY AUNT JEWIMAN WEARS NIBROC White



Buttermilk JEMIM,
PANCAKE
MIX for waffles, too!

MANUFACTURED BY The Quaker Oats Gmpany ADDRESS CHICAGO, U. S.A.

The Quaker Oats Company uses paper bags made of Nibroc White to package its worldfamous Aunt Jemima Pancake Mix.

It helps "America's Favorite Aunt" display her beaming smile to utmost advantage. It makes the pancakes look appetizing, tastetempting, real enough to eat right off the bag.

Strong, clean, bright and white, with excellent printing surface, it's perfect for any sales message. Important too: Nibroc White is completely adapted to bag forming, filling and closing machinery.

Whatever you package—flour, mixes, coffee, sugar, rice, cocoa, corn meal, dog food—you can upgrade your bag, boost its visibility with Nibroc White machine finish, supercalendered and/or embossed paper. Bring your problem to us. Write our Paper Sales Division, Dept. RD-3, in Boston.

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# **NIBROC** White

Super-calendered one side 16-line embossed

Can you save money by sheeting your own

and how much?

paper
board
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you'll find the answers

to these and many other questions affecting your material costs and operating profits

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# Trescott Custom Design for Plastics Extruder



Trescott Engineers worked out the system shown at left for a prominent plastics extruder. Two ingredients are weighed and dropped onto belt where mixing takes place. Elaborate, accurate controls provide perfect feed to extruder. Hoppers were specially designed to handle materials that bridge easily.

# Model B Weighing and Filling Unit

Available in single and double Head units. Weighs 1 oz. to 6 lbs., ACCURATE and FAST. Small Parts such as nuts, bolts, and screws can be packed by count when weighed within one piece by the Model B.



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sealing machine with three Elec-Tri-Pak net-weighing scales; Triangle-Bagby Model DS-1 single-line automatic cottage-cheese filling machine; Model AIC Elec-Tri-Pak net weigher with rear feed elevator.

UNION PASTE CO. Booth 990. Joint exhibit with The F. G. Findley Co., featuring wide range of packaging applications for adhesives, with special emphasis given to adhesives for Mylar, vinyl, polyethylene, etc.; also Industrial Adhesives Ltd., Southern Adhesives Corp. and Adhesive Products, Inc., to be represented at booth. Personnel; M. M. Bump, A. B. Crowell, Jr., R. Graham, R. Rader, R. Brink, D. Valcovic, Hotel; Palmer House.

UNION STEEL PRODUCTS CO. Booth 871. "Palletainer" wire mesh container; wire mesh pallets; wire belting-type conveyor, and "Meatainer" slatted steel container for meat packaging will be exhibited. Personnel: W. C. Neumann, W. H. Schermer, W. C. Federhart, A. A. Valato, H. Gardner, R. Bradford, W. Humphrey, R. Gable, J. Swope. Hotel: Lake Shore Drive.

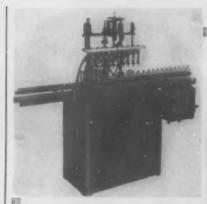
UNITED SHOE MACHINERY CORP. Booth 412. Demonstration of bonding with the rope-like Thermogrip adhesives and making of a tube with a continuous adhesive line on the Model A Thermogrip applicator; processing of polyethylene-coated materials at various speeds. Personnel: R. M. Lloyd, G. Upton, J. Eldridge, E. Teel, R. Rousseau, T. R. Peterson, O. Masny, H. T. Pratt. Hotel: Knickerbocker.

U. S. BOTTLERS MACHINERY CO. Booth 1163. Exhibit of new high-speed Model DS-12 Sanitair air cleaner; Model B-49 straight-line semi-automatic vacuum filler; Model E-Z two-tube air cleaner. Personnel: I. H. Risser, C. R. Otters, R. H. Brett, T. L. Hoshall, G. H. Turner, W. B. King, A. G. Hornney. Hotel: Palmer House.

U. S. ENGINEERING CO, Booth 1222. Exhibit of several types of the Feed-A-Matic small-parts feeding and counting machine; also first-time showings of the Pin Hopper and multi-track Feed-A-Matic machines. Personnel: B. R. Garrett, A. McNamars.

U. S. INDUSTRIAL CHEMICALS CO., Div. National Distillers Products Corp. Booth 533. Display of Petrothene polyethylene resins for film extrusion, injection molding and paper coating. Personnel: V. McCarthy, J. Moffett, J. Lachmann, G. O'Brien, W. F. Hinz, E. F. Hoffmann, G. H. Stanton, H. J. Obarski, J. H. Hallowell, W. J. O'Keefe, T. A. Cooney, T. E. Fritscher, P. Gisser. Hotel: Sheraton-Blackstone.

U. S. METERED CONTAINER CORP. Booth 1240. Exhibit includes demonstration of self-measuring carton for dry, free-flowing solids. Personnel: S. Silver, B. Duval. Hotel: Ambassador, [Continued on page 404]





### FASTER FILLING

FOAMLESS DRIPLESS

FASTEST CHANGEOVER

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FOR VACUUM, GRAVITY OR PRESSURE

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New design model COS-K, illustrated, operates by vacuum, in a range of sizes and filling speeds from 20 to 100 bottles per minute and capacities up to 5 gallons. No foot pedals, no hand levers, just a touch of a button! Even the most unskilled operator immediately attains full production speed.

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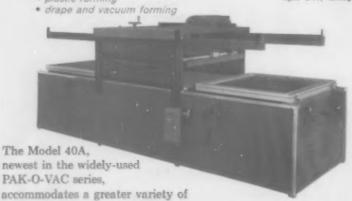
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[Continued from page 403]

U. S. PRINTING & LITHOGRAPH CO, Booth 232. "A Colorcade of Packaging," an exhibit of multicolor packaging and display material produced by letterpress, offset lithography and gravure, including folding cartons, paper and foil labels, box wraps, multiunit carriers, display containers and point-of-purchase advertising displays and posters. Personnel: W. H. Walters, H. Minnich, R. P. Kane, R. J. Walters, J. Lambie, R. Dubrowin, K. J. Wollaeger, B. Fertig, A. S. Nusbaum, B. F. Cake, K. Oelke, G. Murphy, H. Wessling, E. C. Blankenheim, W. J. Volz. Hotel: Palmer House.

VAC-TIE FASTENERS, INC. Booth 741. Exhibit of automatically fed machine for applying fasteners to all types of film to form first tie; also for use on narrow casings to be filled with sausage, cheese and other foods of like texture. Personnel: J. J. Frank, W. J. McKeon, J. Mottley, H. Maurer. Hotel: Sheraton-Blackstone.

VERNER, B., & CO., INC. Booth 429. Exhibit of imprinting machine designed to feed and handle automatically numbering, coding, dating and imprinting data on folded cartons. bags, tags, labels and flat containers; machine is also adaptable to imprinting of envelopes, booklets. advertising literature, dealer promotions and flat items, and is manufactured in several sizes and models to suit various requirements. Personnel: A. J. Saraceni, W. V. Nocito, C. T. Comstock. Hotel: LaSalle.

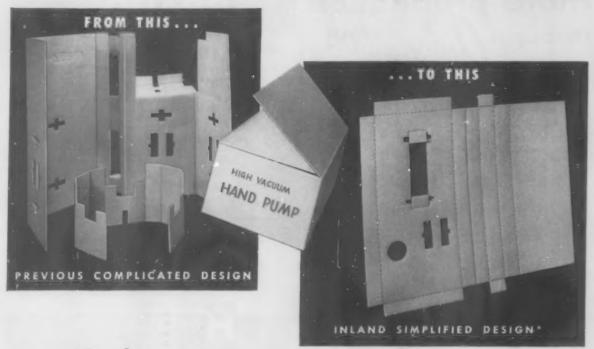
VERTROD CORP. Booth 619. Demonstrations of thermal-impulse heat scaling of such thermoplastic films as polyethylene, Pliofilm, saran, vinyl, polyvinyl alcohol, acetate, Polyflex, nylon, Kel-F and Mylar, showing scaling and trim scaling through wrinkles, gussets, liquids and powders by hand, foot-pedal and power-operated machinery; also new fully automatic electromagnetic impulse scaler with recycler. Personnel: A. Fener, Mrs. A. Fener, N. Langer. Hotel: Palmer House.

VISKING CO. Booth 939. Display featuring clarity and printability of Vis-Queen film for flexible packaging. Personnel: J. F. Bernard, H. B. Hurris, J. P. Shannon, D. Carlson, R. Maus, E. B. Cahn, W. A. Heinemann, J. H. Morrison, A. D. Flynn, D. Cronk, R. J. Lindahl, F. E. Baker, J. Biehl. Hotel: Sheraton.

WALDORF PAPER PRODUCTS CO. Booth 1071. Exhibit of multicolor offset and letterpress printed folded cartons; unitizing packaging featuring can band; point-of-purchase displays. Personnel: C. Langford, J. Myers, J. Brackett, J. Allen, R. L. Gunderson, D. Wetzel, R. Scott.

WALTON LABORATORIES, INC.
Booth 776. Display of humidifiers
which use small electric-motor-driven
atomizers to generate water vapor without adding heat, models for intro-

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# \*Result: 30% Reduction in Packaging Labor Cost for this Inland Customer

● This two-piece inner packing, with its complicated tabs and folds, required too much costly assembly time. That's the problem Inland package engineers solved with their new, one-piece design . . . cut packaging labor cost 30% and, at the same time, provided complete protection for the products of this well-known pump manufacturer. (Name on request.)

Your Inland package engineer is a corrugated shipping container specialist. When your product packaging is entrusted to him, you can be sure you are getting the benefit of every possible packaging economy applicable to your product.

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# INLAND CONTAINER CORPORATION

Corrugated Fiber Boxes

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This ultra modern winding unit designed for use back of an extruder laminator is a perfect example of automation in winding. The unit will wind poly coated cellophanes, krafts, plain paper, etc. Rolls up to 1500 lbs. can be accommodated.

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-Moistureproofed-

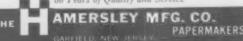
Single Ply WAXED . TREATED . COATED

Duplex • Triplex

WAX LAMINATED . GLUE MOUNTED

to Glassine . Foil . Kraft . Sulphite

Inquiries invited from Converters 80 Years of Quality and Service







# Sun Tule

in TIME and FORTUNE. because SUN TUBE is the leader

HILLSIDE, NEW JERREY

ducing moisture into a moving web or for moisture conditioning the air in a room or warehouse. *Personnel:* J. Feldermann, B. Lewis, G. Lyons.

WARREN, S. D., CO. Booth 319. Exhibit of sample packages demonstrating the suitability of LusterBoard for folding cartons; moving display of prizewinning cartons; also demonstration of printing and folding characteristics of this high-finish board and fields in which it is used. Personnel: R. B. Lombard, C. Weymouth, C. A. Reynolds, Jr., D. F. Smith. Hotel: Chicago Athletic Club.

WASHINGTON STEEL PRODUCTS. INC. Booth 636. Shows operation of plastic packaging machinery and companion trimming press, with demonstrations of rapid parts-handling techniques; production of packages of the type used for hardware line. Personnel: H. W. LaBranche, F. E. Loonam. Hotel: LaSalle,

WEBER MARKING SYSTEMS, Div. Weber Addressing Machine Co., Inc. Booth 1233. Exhibit of new typewriter-sized label-printing machine; also line of hand printers and stenciling systems for labels, tags and cartons. Personnel: J. Weber, C. E. Ritter, J. Crassweller.

WEIGH RIGHT AUTOMATIC SCALE CO. Booth 1289. An exhibit of filling equipment for dry products: Model A-1 Pak King automatic for spices, drugs, powders and grated cheese; Model A Pak King semi-automatic powder filler; also Model B-PFK net weigher and Model S coupon inserter for coffee cans. Personnel: C. Almberg, N. Almberg, D. Koppen, C. Torkelson, E. Fritz, B. Koppen.

WEST INSTRUMENT CORP. Booth 316. Exhibit of line of temperature recorders, controllers, indicators and accessory equipment, in operation. Personnel: R. K. West, W. C. West, Jr., A. M. Willer, A. Warner, E. Warner, R. Welch.

WESTERN STONEWARE CO. Booth 202. Display of stoneware items for packing of food products; also custom-made jars. Personnel: R. C. Stalter. Hotel: Palmer House.

WEYERHAEUSER TIMBER CO. Booth 1268. Display of Ply-Veneer kraft-overlaid fir veneer in various packaging applications, featuring white-one-side, aluminum-faced-one-side construction for product packaging. Personnel: J. P. Foley, W. H. Meadowcroft, P. R. Eastman. W. D. Martyn, H. E. McCorkle.

WOLVERINE PAPER CONVERTING MACHINERY CORP. Booth 650. Display of samples and pictorial illustrations. Personnel: H. Nagel, D. Hickey, P. Lizura. Hotel: Shoreland.

WOOD CONVERSION CO. Booth 1224. Display of Tufflex non-woven fibre belt, Nu-Wood industrial insulation

# Shuford's SHURTAPE

Sticks Tight ...
Strips Easy!



This pressure-sensitive paper masking tape serves many packaging needs . . . and saves you money!

Versatile Shuford's SHURTAPE type CP-10, rubber impregnated crepe paper backing, is a masking tape particularly adaptable for packaging purposes.

Instant adhesion, flexibility, high strength and easy stripping are features making this economical-to-use tape ideal for sealing cans, tubes, bags or bottles of tin, fibre or glass. Also recommended for most low-cost packaging or closure of kraft, board or film.

For masking, Shuford's SHURTAPE type CP-10 conforms easily to curves . . . its thin gauge prevents paint build-up by brush or spray-gun . . . and it is resistant to stain, water, solvents and oils! Sticks quick, strips clean and comes easy off the roll!

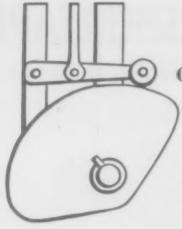
Whatever your packaging problem . . . if a paper tape can be used . . . there's a Shuford's SHURTAPE to meet your needs!

For complete information, write

CLOTHES LINES . TWINES
PRESSURE-SENSITIVE PAPER TAPES
SASH CORDS . WEATHER STRIPPING
COTTON & RAYON YARMS . EXTRUDED PLASTICS.



World's largest manufacturer of cotton cordage



# The mark of **Cartoning Simplicity**

- · tuck-o-mat
- · convey-o-mat
- · printer-coder
- · carton closer



Dist. by New Jersey Machine Corp., Hoboken, Cincinnati, Chicago, Los Angeles

See as in Booth 1114 National Packaging Exposition and Conference April 8-11

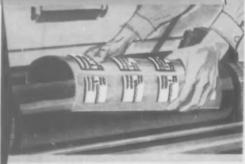
Have you tried this-TIME-and-MONEY-SAVING Development in Printina

# PORTER & DUGAS RUBBER PLATES

with all components in perfect register on each color plate

#### Look at all these **BIG BENEFITS!**

- a Sono On and Off without Removing
- Eliminates Re-Mounting & Re-Registering Separate Stick-Ons
- · Instantly Roady for Re-Runs
- · Always in Perfect Register
- \* Frees Costly Cylinders for Other Jobs



## DUGAS, INC.

626 SOUTH CLARK STREET . CHICAGO 5, ILLINOIS

board and Tufflex cellulose fibre fabrics for cushioning, padding, filtering and insulating requirements, Personnel: W. W. McCarthy, R. E. Backstrom, K. C. Lindley, W. G. Wolston, A. J. Werlein, W. Goodman, E. N. Goodman, J. S. Wallace. Hotel: Conrad Hilton.

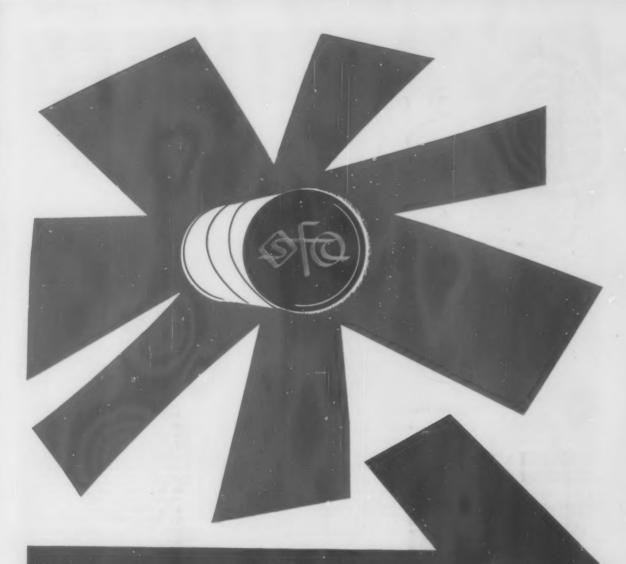
WRAP-ADE MACHINE CO., INC. Booth 775. Exhibit of new adjustable unit-packaging machine with conveyor feed and quick-change features for package sizes. Personnel: W. McCambridge, R. F. Freebody, A. M. Powell. Hotel: Sheraton.

WRAP-KING CORP., Subsidiary of Crompton Knowles. Booth 754. Operation of Model P-2 machine overwrapping in various counts pressed pulp paper plates using an electric eye for registering printed film; Model B machine accumulating six individual cartons in double rows of three, overwrapped in heat-sealing cellophane. Personnel: W. W. Anthony, Jr., E. H. Schmitz, R. T. Nathan, E. T. Melle, M. Zwarycz, R. S. Whittier, L. Lakey, B. G. Kovic, H. R. Stewart, W. Schilling.

WRIGHT MACHINERY CO. Booth 1050. Exhibit of new Wright Junior Weigher, versatile precision net weigher using patented Hy-Tra-Lec method; also Wrightwrap machine which automatically stacks, wraps and labels cracker sandwiches at 120 packages per minute. Personnel: A. N. Wiley, J. B. Mahoney, I. P. Ritschel, T. E. Perry, W. T. Vaughan, L. J. Fagg. J. T. Patrick. Hotel: Morrison.

WYOMISSING GLAZED PAPER CO. Booth 318. Exhibit of complete line of flint paper in a wide range of brilliant colors, stressing its flexibility and printability as well as its many packaging uses for such products as cosmetics, hosiery, lingerie, department-store merchandise, candy, jewelry, etc.; new line of Press-Rite record label papers in 12 basic colors which can withstand heat and pressure without bleeding or staining and specially finished to take ink effectively under the heat and pressure involved in record pressing; also introducing a new line of metallic-coated papers in several grades of gold, silver and platinum. Personnel: T. Handwerk, S. Barndt, J. Fitting, Jr., H. W. John-son, Hotels: Ambassador East, Ambassador West.

YORK TAPE PRINTERS, INC. Booth 760. Display of complete line of tape dispensers and printed pressure-sensitive tapes for coding, production control, inventory control and quality control: demonstration of a cross-section of tape problems solved; also personnel on hand to answer questions on domestic and export packaging, heavy industry or Government-specified packaging problems, with information concerning hand, semi-automatic and automatic dispensing equipment. Personnel: R. B. Smith, L. Paul, J. W. Gingerich, R. B. Wallace, Jr., H. F. Anderson. *Hotel*: Palmer House.



PROGRESS IN PACKAGING

SEFTON FIBRE CAN CO.

New ways to cut packaging costs, to improve product protection and sales the goals of continuing research in package engineering and design.



St. Louis - New Orleans Portland, Oregon - Piqua, Chia Jeffersonville, Ind. - Berkeley, Calif.

## **Classified Advertisements**

**Employment** 

**Business Opportunities** 

**Used or Resale Equipment** 

#### Machinery and Equipment For Sale

WORLD'S LARGEST STOCK OF WRAP-FERS—Rebuilt and guaranteed. At great saving, All types and sizes of wrapping machines now available for immediate delivery. Pneumatic Scale late style Packaging Unit with Automatic Feeder, Bottom Sealer, Filler, Top Sealer and all interconnecting conveyors. For giant size box. Package Machinery FA2QT Wrapper with Overhead Carriage and Electric Eye. Package Machinery Co. FA. FA2, FA3 and FA4 Wrappers. with and without Electric Eye. Hayssen adjustable Wrappers—3"-7", 5"-11", 7"-13", 7"-17", 7"-19", 12"-24", 15"-25". With and without Electric Eye. Housen adjustable Wrappers—3"-7", 5"-11", 7"-13", 7"-17", 12"-24", 15"-25". With and without Electric Eye. For cellophane or wax paper. Heat seal or glue seal. Hudson Sharp Campbell Models 2W6, 2W8 and 2W10 Cellophane Wrappers. Oliver Model 739-J Wrapper. Stokes and Smith Model B Transwrap with Auger Feed and Fin Seal. Jones Automatic Carton Forming and Filling Machine. Standard Knapp 439 Automatic Carton Seeler. Tell Us your Requirements. Write, Wire, Phone Collect. Union Standard Equipment Company, 318-322 Lafayette Street, New York 12, N.Y.

FOR SALE—Immediate Delivery, One Pneumatic Scale Automatic, High-Speed, 5 Inch Center to Center, Duplex Front and Back Labeling Machine, Serial No. 12083, 9 years old. Labeler equipped with change parts to handle one-half pint flask-type bottles. Speed up to 120 bottles per minute; has a Reeves variable speed control; single infeed and single discharge. Labeler is in running, production line condition and is available for inspection. Asking price \$4.000 on an as-is, where-is, subject to prior sale basis. Reply Box 612. Modern Packaging.

UNUSUAL BUY. Expansion program of large paper converter makes available 6-color 2d" Flexographic Roll to Roll Printer, fully equipped to handle 48" diameter rolls in continuous production. 56 feet long, 11 feet elevation, 7 feet wide. Will sell at a fraction of original price of \$130,000.00. May be seen in operation by appointment. Please write for full specifications and photograph to Box 618. Modern Packaging.

FOR SALE

One used four color 42" Standard Kidder Aniliner—A-1 condition—New 1949—Ten pitch—Suitable for Polyethylene—Immediate delivery—Price only \$30,000.00— Address Box Number 613. Modern Packaging.

FOR SALE—Untreated polyethylene at considerably reduced prices. Sizes vary from 10" x .001 ga. to 33" x .0015 ga. Write for list of sizes: Lustreprint Corporation, 932 Hertel Avenue, Buffalo 16, New York.

PAPER NAPKIN MACHINES. Two unused paper napkin machines especially built for cellulose wadding, sizes 13½" and 17" for sale very reasonable. At present stored in New York. Norwegian Export Council. 290 Madison Avenue, New York 17. N. Y.

FOR SALE: Automatic Packaging Machine. Two filling stations. Will handle powders, solids, and liquids. Bag sizes 2 x 2 up to 4 x 6. Electric eye. Good condition. Will package by actual count, volume or weight. Price \$4000.00. Reply Pierson & Smith, 67 Broad Street, Stamford, Conn.

FOR SALE: 2 Used Stokes Smith S. N. Envelope Sealing Machines in A-1 Condition. Priced Very Low. Write P. O. Box 191, Memphis, Tenn.

FOR SALE—PAPER CAN MACHINERY: Knowlton 14 and 16 inch Convolute winders. Knowlton and Langston heavy duty spiral winders. Standard Knapp wrap around labelers. Bliss 15 and 16B seamers. Bliss and Angelus automatic seamers for rounds. Max Ams 168C seamers with adjustable heads McDonald 31E presses. Angelus Oblong automatic seamers. Leffler Bliss and Max Ams OBI presses. Cameron 60 inch score cut paper slitter. Bliss Carton Stitchers. Complete Engineering and Tooling for round or oblong paper cans, spiral tubes and convolute tubing. Convolute Fire Cracker tube machinery. Complete engineering and tooling for Government shell containers. Knowlton and Langston recutters. Asphalt Equipment for Government containers. Above for sale or lease. M. C. Riccardi Co., Phone Philipsburg 5-9431, P. O. Box 442, Alpha, New Jersey.

SARAN BAG MACHINE: Custom made. Size range to 9" width, 18" length. Perfect condition. Original cost \$6500.00. Sell for \$5000.00, F.O.B. Chicago. Will teach to operate. Color Wrap, 4606 W. 21 St., Chicago 50, Ill.

FOR SALE—N. J. Pony Labelrite Model 86MX labeling machine, complete with motors and switches. Excellent condition, may be seen in operation. Reply Box 609, Modern Packaging.

FOR SALE: 1 Simplex cellophane bag machine Model #4 complete with electric eye. 1 Simplex poly machine complete with hole punch and electric eye Model #4-7. 2 Roto model C cellophane bag machines. All purchased new in past two to three years. Reply Box 627, Modern Packaging.

#### Machinery and Equipment Wanted

DISTRIBUTOR SEEKS NEW PRODUCTS
Top rated corrugated container distributor seeks new packaging lines in plastics
& paper. Your opportunity for additional
sales outlet in the vast metropolitan New
York area offering a large volume based
on "Thousands of small sales on in-stock,
immediate delivery products." Contact
R. Lambert. Louis Lambert, Inc. 30 W. 21
St., N.Y.

WANTED: All types and sizes of packaging and wrapping machines. Please submit complete information including age of machine, condition, serial number, and best cash price. Reply Box 619. Modern Packaging.

WANTED: Knowlton or Langston Spiral Winder complete with cut-off saw & glue pots. Must be in running condition. Give complete details, condition, capacity, price, etc. Reply to Box 604, Modern Packaging.

DESIROUS OF PURCHASING a new or used 3 or 4 color Aniline Printer. Suitable for Polyethylene, Cellophane, Pilofilm, Etc., to handle a 27 inch web width or larger. Also would consider acquiring an interest or purchasing a going Converting Plant. Reply Box 621, Modern Packaging.

WANTED: Simplex Model 1 or 4 Bag Machine with electric eye or without. Must be in good condition. Write giving full specs. & parts available. Reply Box 602, Modern Packaging.

#### **Help Wanted**

ENGINEERS—DESIGNERS: We are looking for some permanent additions to our Machine Development Engineering Staff. We create machinery to produce and package our own consumer products, in a stable non-defense industry. Our interest is in both younger men with several years experience and senior, more experienced engineers. Write to Johnson and Johnson, New Brunswick, New Jersey, Personnel Department. Include salary requirements.

ESTABLISHED REPRESENTATIVE WANT-ED with machine sales background to sell a proven automatic packaging machine. Some knowledge of packaging desirable. Exclusive territory open New England, Pittsburgh area, Indiana and Kentucky, Chicago, St. Louis and Kansas City, Minneapolis and St. Paul. Give experience, exact territorial coverage and other lines represented. Reply Box 608, Modern Packaging.

#### PHYSICIST PHYSICAL CHEMIST

Multi-plant package manufacturer requires services of an Applied Research Specialist with several years experience in the field of high polymer rheology (plastics, films, cellulose products). Person will assist to plan and carry out an interesting program relating physical properties of materials to converting and end use performance. Modern laboratories and equipment in pleasant surroundings. Prefer M.S. Degree, but will consider B.S. Please send detailed resume to Box 616, Modern Packaging.

WANTED: MANUFACTURER'S REPRESENTATIVE: Paper converter with complete facilities for rotogravure printing, specialty coatings, flexible packaging, desires representation all territories. Will arrange closed territories with qualifying brokers or packaging specialists, commission basis. Write Box 611, Modern Packaging.

WANTED: Midwest Flexible Packaging and Pouch Convertor wants national manufacturer representation to sell complete line of plain and printed pouches fabricated of polycello, either extruded or laminated material. Also development of markets for plain or printed adhesive laminated and extruded laminated roll stock desired. Address Reply Box 605. Modern Packaging.

#### SALES AND SERVICE ENGINEERS

Leading manufacturer of packaging equipment needs two sales and service engineers. Must be able to travel, mechanically inclined, and have some knowledge of food processing. Please give complete qualifications and compensation expected in first reply. Box 610, Modern Packaging.

SELL SKIN-PACK, VACUUM FORMING, SLITTER EQUIP. Country's top rated, well-advertised line of equipment is now ready for Nat. selling on comm. basis. Ex. opp. future, high earning for right men. Terr. ocen in all states. Write fully. Abbott Plastic Machine Corp., 7124 N. Clark St., Chicago 26, III.

(Continued on page 412)



A-C Polyethylene coating gives scratch-free, soulf-resistant finish to corrugated bourd

# No carton liners for this shipment!

A-C Polyethylene coatings stop fiber scratch

Shippers are reducing costs by eliminating carton linings and yet they still give their merchandise complete protection against fiber scratch. New A-C POLYETHYLENE coatings make the cut-paper or synthetic fabric liners unnecessary.

A-C POLYETHYLENE blended with paraffin is as simple to apply as paraffin, but is far more effective. This low-molecular-weight, low-viscosity polymer is applied with standard wax-coating procedures on your regular coating equipment. Extra features of these new coatings are exceptional grease and scuff resistance and far less rub-off.

Now you can reduce labor costs and retain complete

protection for the shipment. Ask for a demonstration on how these coatings can help you. We can show you in your plant how your present equipment can do the job.

Mail in the coupon today.

#### SEMET-SOLVAY PETROCHEMICAL DIVISION

Allied Chemical & Dye Corporation Reem No. 502-K 40 Rector Street, New York 6, N. Y.



- ☐ Please send me information and samples of A-C POLYETHYLENE.
  ☐ I want a personal demonstration of the advantages and coating
- ☐ I want a personal demonstration of the advantages and coating techniques of A-C POLYETHYLENE.

Name \_\_\_\_\_

Company\_\_\_\_

Chy Zone State

AC Polyethylene

(Continued from page 410)

FLEXIBLE PACKAGING
SALES AGENTS WANTED
Established and growing POLYETHYLENE extruder-converter-printer producing full flexible packaging line seeks
commission sales agents in major markets
east of Mississippi. Our vertical operation
places us in advantageous competitive
prosition re quality service and price. position re quality, service and price. Excellent, long-term, exclusive arrange-men, will be offered to established, experienced reps with following and knowledge of the flexible packaging opportunities that exist in their territories. Write giving full details on territory requirements, accounts regularly sold, lines handled, reasons why you think you could successfully build polyethylene packaging sales. Reply Box 614, Modern Packaging.

SALES REPRESENTATIVES WANTED

SALES REPRESENTATIVES WANTED
West Coast Converter has sales openings in
Los Angeles and San Francisco for direct
representative who has background in
converted Cellophane, Polyethylene, Foil,
Acetate, Flexible lamination, Saran and
Pliofilm. This is an excellent opportunity
with an established an expanding converter,
Liberal drawings against commissions for
experienced and qualified men. State your
background in detail. Your letter will be
completely confidential. Reply to Box 601,
Modern Packaging. Modern Packaging.

#### FLEXIBLE PACKAGING SALESMEN

One needed for North Carolina; one for South Carolina. Prefer men with sales background in flexible packaging. Outstanding opportunity with top-ranking converter and color printer. Give details experience. Replies held strictly confidential. Write: Mr. J. W. Scott. Sales Manager. Cellu-Craft Products Corp.. 1401 Fourth Ave.. New Hyde Park, N. Y.

MANUFACTURER'S REPRESENTATIVE We manufacture a complete line of packaging machinery for the food, chemical, confecmachinery for the food, chemical, confectionery and dairy industries. During the past
year we have introduced several new machines. The enthusiastic reception given to
these new machines, as well as the continuing expansion of our standard line, has
caused us to re-examine our present sales
territories. Our sales coverage, because of
the additional industries we now embrace, is
inadequate. We have, therefore, several
highly productive areas now available for
immediate representation. Please give us full
information as to the size of your organization, lines now handled, territory actively
covered, and any other data that you feel
would be of interest. All replies will be
treated in a confidential manner. Triangle
Package Machinery Co., 6633-55 West Diversey Avenue, Chicago 35, Illinois.

SALES REPRESENTATIVES WANTED

SALES REPRESENTATIVES WANTED
Rapid Ribbon, one of the most exciting products to hit the packaging industry, is looking for men to sell these stretchable plastic bands for use in tie-in packaging, promotional packaging, and gift packaging. Rapid Ribbon is presently being used by many of the largest cosmetic, food, drug, candy, and tobacco manufacturers, and by most of the leading department stores all over the country. The market has barely been uncovered. Write, telling us what you handle, territories covered, etc. See our ad in this issue—see our Booth 1258 at the Packaging Show, Rapid Ribbon Corp., Montrose, New York.

PRODUCTION SUPERINTENDENT OF Assistant Plant Manager. Top production man with folding carton training, particularly in laminating; offset, rotogravure and letter press printing; die cutting, waxing; and gluing. Corrugated carton experience helpful. Desirable southern location. Contact Mr. R. L. Warner, The Mead Corporation, Chilli-

WANTED - SALES REPRESENTATIVES -Printers, designers and converters of top notch flexible packaging, New York organization. leader in field, recent winner of 5 awards N.F.P.A. competition . . . Desires representatives all territories . . . Must be representatives all territories . Must be experienced brokers or packaging reps with following . Will accept men who handle allied lines . Complete facilities available for Flexographic Printing . . 6 color presses . . Manufactures bags, pouches, wraps, sheets, in foil, Cello, Poly, or other material . Staffed to deliver the goods from art, design, plates to finished Job. Write details and territory desired on firm stationery . . Our men know of this ad. Reply Box 620, Modern Packaging.

> FOLDING BOX SALESMAN

Excellent career opportunity is available for man 28 to 35 in sales with a leading organization in the folding carton industry. Promotion within the organization has created this unusual opportunity. Knowledge of folding carton industry, graphic arts or allied trades essential. If interested send resume to R. F. Boehm. Lord Baltimore Press, 477 Madison Ave., New York, N. Y.

GENERAL MANAGER AND SALES DIREC-TOR Converter with flexographic equipment offers fine opportunity for man with ambition and vision. Must be effective organizer and administrator with understanding of sales problems. Give details of business record and earnings. Replies held in strict confidence. Address Box 606, Modern Pack-

DESIGN ENGINEER WANTED:

Midwest pharmaceutical company requires industrial design engineer for design of special packaging and component parts. Knowledge of plastic materials and molds necessary. Salary open. Reply Box 623, Modern Packaging.

AGENTS-MFGS. REPRESENTA-TIVES. Wanted by well-established progressive specialty printing and label manufacturer. Printing, embossing and diecutting on paper, foils, kromekote, board, acetate, pressure sentitive. Quality workmanship, competitive prices plus good deliveries with creative designing. Commission basis only, thereby enabling you to carry our line with your present allied lines. State territory covered. All replies strictly confidential. Box 622, Modern Packaging.

FOREMAN. FLEXOGRAPHIC PRINTING: Moderate sized eastern converting plant. Full knowledge of flexographic printing, plate mounting and handling of personnel required with full charge of second shift operation. Excellent salary. Please reply Box 829 Modern Packaging. 629. Modern Packaging.

SUPERINTENDENT: Once in a lifetime open ing for qualified individual to assume full management of eastern converting plant. Must be familiar with flexographic printing. Potdevin and Simplex cellophane bag ma-chines and sheeting and slitting equipment. Must have experience in handling personnel. Substantial salary and liberal fringe benefits. Our personnel knows of this advertisement. Reply to Box 628, Modern Packaging.

HELP WANTED: Laminator and Coater of foil and film—requires experienced salesman for diversification and expansion of laminat-ing department. Box 626. Modern Packaging. WANTED SALES REP: January issue of Modern Packaging page #110 will give you a fair idea. We are printers, designers and converters of top notch flexible packaging. Desire Representatives for all territories. Must be experienced brokers or packaging reps with following. Will accept men who handle allied lines. Complete facilities available for Flexographic Printing and Manufacturing of Poly Bags. Staffed to deliver from art, design, plates, to finished job. Write details and territory desired on firm stationery. Our men know of this ad. Reply Box 625, Modern Packaging. WANTED SALES REP: January issue of Modern Packaging.

#### Situations Wanted

WANTED NEW LINES: What do you have WANTED NEW LINES: What do you have to offer experienced team of packaging materials salesmen, specializing in Food Field and other industries in Southern State. Excellent prospects for the right lines of all types flexible, semi-rigid, rigid, outer packages and liners, bags, cartons, sheets in all types film and board in all types of printing processes. References. Reply Box 603, Modern Relegation. ern Packaging.

MANUFACTURERS AGENT. Thoroughly exmanufactures August International perienced flexible packaging materials salesman. Rich background in selling packaging materials to Baking. Confectionery. Ice Cream, Frozen Food and allied fields. Familiary of the confection of iar with Letter Press, Rotogravure and Flexographic printing. Desires to represent reputable manufacturers or converters of packaging materials in the states of New York, Pennsylvania and New Jersey, Finest references. Write in confidence. John W. Elder, 110 Schuyler Hall, Harrisburg, Penna.

CREATIVE SALESMAN-PACKAGING. Sales CREATIVE SALESMAN-PACKAGING. Sales experience includes transparent semi-rigid plastic containers, and flexible films. Recent experience designing semi-rigid containers. Prior experience selling, merchandising, promoting new consumer products. Age 27, top educational background, potential high level executive. This intelligent, imaginative, ambitious individual seeks position with very promising future and Company ALIVE and GROWING. New York Metropolitan or nearby area. Reply Box 615, Modern Packaging. aging.

PACKAGE DESIGNER: Thorough knowledge of Printing processes. Mfg. equipment, Construction design and limitations, Samplemaking, Packaging Machinery, Customers Sales Consultant, Art School Grad. 32 yrs. of age, family. Fine references. Seeking opportunity. Reply Box 624. Modern Packaging

#### Miscellaneous

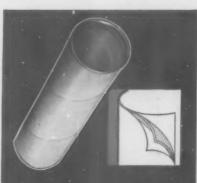
SELF-ADHESIVE CELLULOSE TAPES European Manufacturer of above men-tioned taxes is looking for import distributors in various parts of U. S. and Canada. Quality and price proved com-petitive. Please write all available information to Box 607, Modern Packaging.

ENGINEERING EXECUTIVE seeks partner and financing for development and manufacture of original lines of packaging and paper-converting machinery. Immediate and paper-converting machinery, immediate market, long-range position as exclusive source. Patents pending. Will consider con-tract with company interested in diversi-fication and/or investment growth opportu-nity. Reply Box 617, Modern Packaging.

ALL CLASSIFIED ADVERTISEMENTS PAYABLE IN ADVANCE OF PUBLICATION NEW RATES: EFFECTIVE MARCH ISSUE

Per inch for fraction | 10th of preceding month, e.g., March 10th for April issue.

Per inch for fraction | \$20,00. Per inch for fraction | baxed | 250,00. Per inch for fraction | baxed | 250,00. Per inch for process of establishing rate, figure approximately \$0.55 words per inch Address all communications to Classified Advertising Department, Median Packaging, 575 Median Revenue, N. Y. 22, N. Y. 22, N. Y. Modern Packaging reserves the right to accept, reject or censor classified copy.



LARDPAK LINER.

kardpak liner inside, then fibre, and printed Lardpak paper used outside. A grease bar-rier for scores of materials. Example of use: caulking compounds.

#### LARDPAX, PITCH-BACKED.

This combination offers the pecker both grease and moisture resistance. Example of use: various chemicals.





to the R. C. FIBRE CAN Packaging Story

a complete line to fit your packaging needs

### Have You a Fibre Can Packaging Problem?

Contact your nearest R. C. Sales Office for experienced advice. There's no obligation.

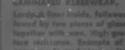


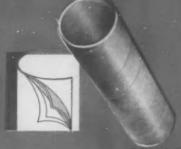
Pitch layers between layers of fibre, for moisture resistance. Convolute can shown here. Example of use: wallpaper cleaner, cold water paints.



PARAFFIN COATING.

Parratin lining obtained two ways: spiral wound from coated fibre, or sprayed in convolute can. Example of use: moth crystals, drugs, etc.





FOIL PAPER-BACKED.

Foil backed up by 20 lb. white band paper, which serves as inside ply of container, ideal for packaging that requires both moisture and grease resistance. Example of use: ready-to-heat biscuits, and similar food products.





## COMPANY

MAIN OFFICE 9430 Page Blvd., St. Louis 14, Mo.

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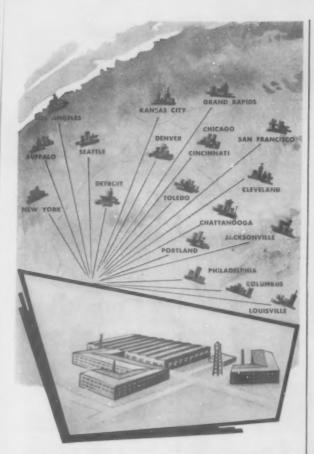
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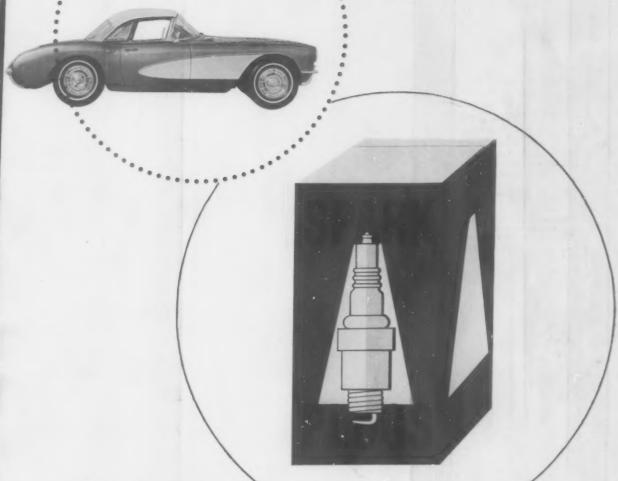
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